1980/81 CONSUMER MAGAZINE EDITION $57

Encyclomedia™

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Dimensions	7	175	Local buys
Magazine directory	23	187	Services and associations
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SELF
The 10 top diets rated for success— which one makes it for you?
The last taboos: straight talk on sex subjects
New high-speed health for your skin and hair
Cracking the mystery of staying young— how close are we

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Issued by Decisions Publications, Inc.

Town & Country...
if you want to reach the rich!

Town & Country has more affluent* readers per copy than any of fifty publications included in the fourth annual Survey of Affluent Adults conducted by Monroe Mendelsohn Research Inc. – July 1980.

PUBLICATION	TOTAL ADULTS	TOTAL MALES	TOTAL FEMALES
Town & Country	**4.77**	**1.65**	**3.12**
Architectural Digest	4.08	1.88	2.20
Fortune	3.17	2.41	0.76
Business Week	3.06	2.36	0.70
Gourmet	2.65	1.00	1.65
House Beautiful	2.64	0.76	1.88
Wall Street Journal	2.58	1.89	0.69
Forbes	2.41	1.79	0.62
Barron's	2.35	1.93	0.42
The New Yorker	2.31	1.24	1.07
House & Garden	2.21	0.66	1.55
"W"	2.22	0.80	1.42
Harper's Bazaar	2.15	0.34	1.81
The New York Times (Daily)	2.13	1.30	0.83
Dun's Review	2.09	1.86	0.23
Travel & Leisure	2.09	1.17	0.92
New York Magazine	1.98	1.10	0.88
Vogue	1.95	0.38	1.57
The New York Times (Sunday)	1.87	1.05	0.82
Bon Appetit	1.84	0.62	1.22
Geo	1.84	1.05	0.79
Money	1.79	1.04	0.75
Tennis	1.57	0.86	0.71
Golf Digest	1.35	0.94	0.41
Golf Magazine	1.33	0.96	0.37
Newsweek	1.27	0.73	0.54
Time	1.27	0.74	0.53
U.S. News & World Report	1.26	0.81	0.45
Natural History	1.22	0.65	0.57
Smithsonian	1.20	0.63	0.57
Sports Illustrated	1.16	0.83	0.33
Scientific American	1.09	0.87	0.22
World Tennis	1.05	0.63	0.42
Esquire	1.02	0.72	0.30
Harper's Magazine	1.02	0.35	0.67
New West Magazine	0.96	0.51	0.45
Signature	0.90	0.64	0.26
Sunset	0.87	0.43	0.44
Southern Living	0.86	0.40	0.46
Travel/Holiday	0.85	0.48	0.37
Nation's Business	0.72	0.59	0.13
The Atlantic	0.72	0.44	0.28
National Geographic	0.66	0.37	0.29
Good Housekeeping	0.64	0.17	0.47
Psychology Today	0.61	0.25	0.36
Better Homes & Gardens	0.56	0.19	0.37
Playboy	0.54	0.39	0.15
Ladies' Home Journal	0.50	0.12	0.38
Saturday Review	0.41	0.22	0.19
McCall's	0.37	0.07	0.30
Penthouse	0.37	0.28	0.09

*Readers living in households with $40,000+ annual income

This survey also reports on how these affluent readers spend their money on furniture, electronics, cars, travel, alcoholic beverages, wine and much much more. Call your Town & Country representative and we'll share this wealth of information.

Town & Country: where the rich get enriched.

Source: 1980 Survey of Adults and Markets of Affluence. Monroe Mendelsohn Research, Inc.

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1980/81 CONSUMER MAGAZINE EDITION

ENCYCLOMEDIA VOL. 3 NO. 2

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Definitions of magazine advertising terms for space buyers and planners.

HOW TO USE THIS BOOK

This book contains a wealth of data. It can be as useful to you as you make it, and that depends on the extent to which you familiarize yourself with its contents. We have done our best to make it easy for you to do this via the complete contents on the first page and on the cover, as well as the explanations of the various sections to be found on each of the section divider pages. And we give you the following summary of the wealth of material within its pages.

Trends in magazine growth. (P. 7)
Here are the basic statistics—trends in numbers of magazines, circulation, ad volume, revenues, costs. Plus SMRB's Media Imperatives®—magazine readership vs newspaper readership, television viewing, radio listening.

How to contact a magazine. (P. 23)
Company name, address, telephone number, name of publisher and ad director for over 1,000 consumer publications, groups, networks, corporate buys in the U.S. And this year, for the first time, we have expanded our scope to include Canadian publications. These are listed separately at the end of Section 2.

Want to know a magazine's editorial focus? In bold type, under each listing, is the category the magazine has selected which best defines its

THE SELF-MADE WOMAN.

SHE'S GETTING HEALTHIER ALL THE TIME.

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A new generation of women is leading the way to the future, and America is following.

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SELF tells women how to become a powerhouse of energy and vitality through diet and exercise.

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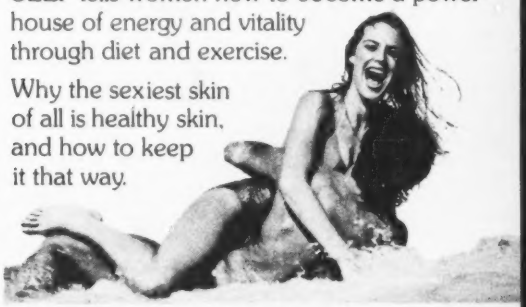

How to make what you eat work harder for your health, without sacrificing the foods you love best.

Each month SELF presents in-depth articles

on health, sexuality, beauty, fitness, culture and money. This unique editorial content has made SELF the most relevant new information source for contemporary women. SELF. It gives women news they can use to get better all the time.

SELF: The first word in Self-Improvement for over 3,000,000 American women.

HOW TO USE THIS BOOK

content and/or market. Turn to page 63, Section 3, for the magazines' vital statistics.

Vital statistics. (P. 63)
Basic data for over 1,000 U.S. and Canadian consumer publications, grouped in 44 editorial categories, with frequency, rate base, paid circulation, audience and readers-per-copy estimates, page rates, bleed and split-run availability and percentage of editorial to total pages per average issue in 1979. Information comes from the individual magazines.

Audience estimates. (P. 115)
This year our Audience section takes on even greater importance, for we have expanded it to include excerpts from all the major syndicated audience and subscriber research studies. Here in one source, at your finger tips, are magazine audience and readers-per-copy figures for adults, men and women for 140 major publications from Mediamark, Inc.'s Spring 1980 study, primary readership figures from Starch INRA Hooper's 1979 study by demographics for 19 publications, excerpts from Don Bowdren's study of city and regional magazines sponsored by the City and Regional Magazine Association and Opinion Research Corp.'s Executive Caravan Study of the magazine reading habits of corporate executives.

And, updated from last year's Magazine Encyclomedia are demographics for adults, men and women from SMRB's 1979 Study of Media and Markets, again grouped by magazine type. Erdos and Morgan's Comparable Profile Measurement Study and Monroe Mendelsohn's Survey of Adults and Markets of Affluence are back, updated—both detailing the audiences of highly selective magazines.

Market coverage. (P. 157)
Circulation and coverage figures in each of the top 20 ADI's for the 133 consumer and farm publications in the ABC data bank. Circulation and coverage of A, B, C and D counties, too.

Local markets. (P. 175)
Our Local Buys section gives circulation and cost data for the newspapers distributing the nationally syndicated supplements—Family Weekly, Parade and Metro Sunday—plus East/West Network's new special-interest newspaper-distributed magazine, All In Style. We also give you the local buys offered through Media Networks, Inc.

Need more information? (P. 187)
Here are listings of associations, audience and copy researchers, computer services and other firms in business to help the magazine advertiser.

The language. (P. 195)
Glossary of terms used in magazine advertising planning and buying.

The Consumer Magazine Encyclomedia is not a substitute for direct contact with individual magazines. It does not cover rate structure or discounts. It doesn't provide essential reach and frequency, product usage data, or even the very latest in circulation or rates, since these change so quickly. But it is an important approach to the old problem of finding information. At its best it makes it possible for the planner to answer questions and block out realistic plans and candidate magazines in a fraction of the time now required. At its least it lets the planner make a more informed decision about magazines.

Call us "Decisions" but label us "Marketing & Media"

Our new name, "Marketing & Media Decisions," is a mouthful, we know. Just call us "Decisions."

Of course we have an important reason for hanging an elongated name on our magazine. "Marketing/brand management" at the advertiser has for years been our first circulation classification, and it's about time we made "Marketing" our first name, too.

This year Marketing's 21.2% of our qualified circulation has been nosed out by the agency media department's 21.9%. We're the media department's Bible, and we're proud to be. They not only read us; they clip us, file us, route us, use us in their work.

Because advertising is one of the corporation's biggest dollar investments today, the advertiser is becoming more and more involved in the media buy. Media have to reach both agency and advertiser to make the sale.

Most advertising trade papers are read at the agency level. You need a book that the advertiser also needs and reads. At the advertiser . . .

. . . 81.24% in marketing/brand management get M&MD by *personal written request.*

. . . So do 87.98% in advertising/sales promotion.

. . . So do 89.3% of the major retailers' advertising/sales promotion/merchandise executives.

Our circulation galley is open for your inspection. If you'd like to check us against your key accounts, phone Robin Brewster, vp New York advertising manager, at (212) 953-1888.

MARKETING & MEDIA **Decisions**

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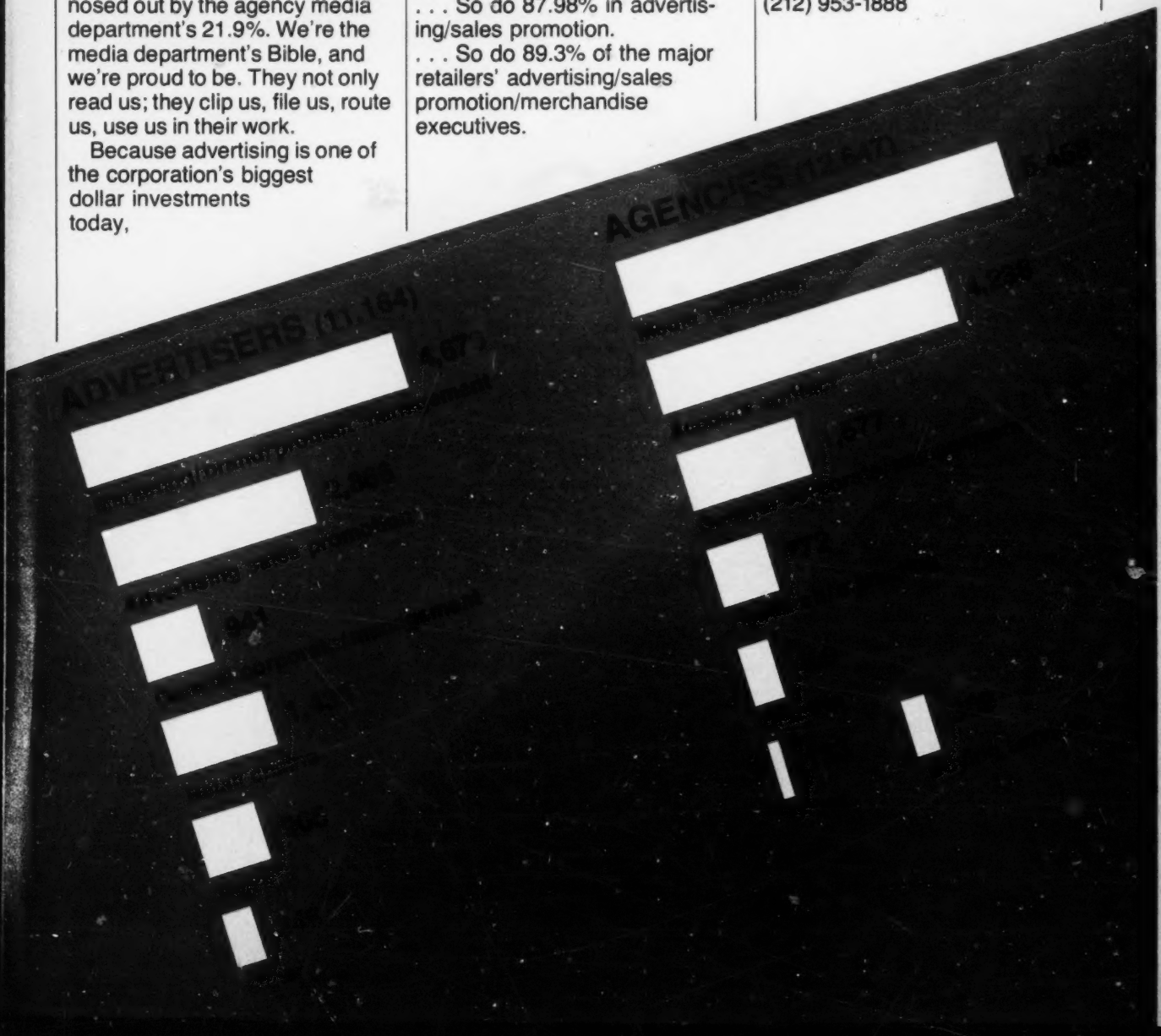
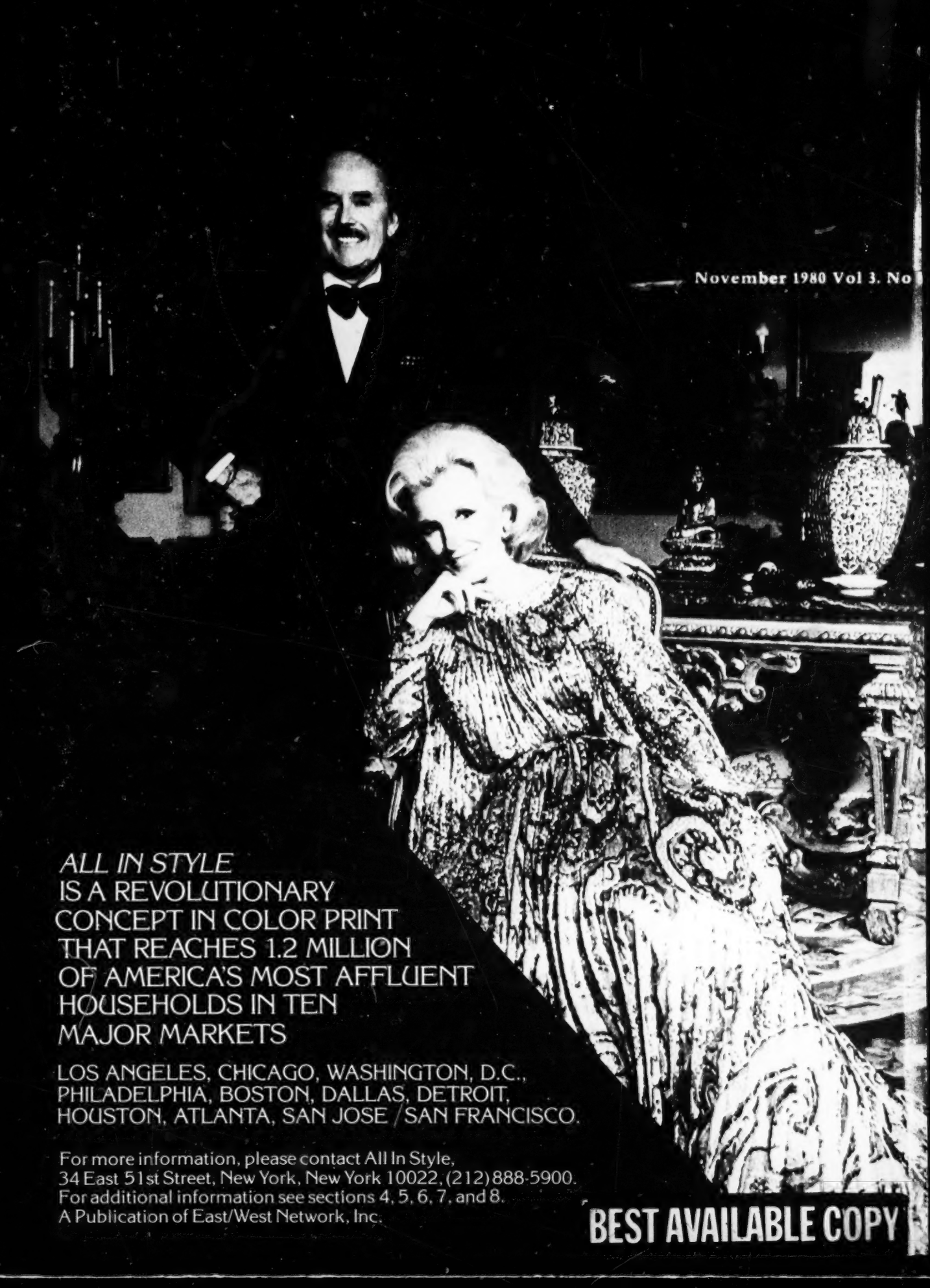
New York, NY 10017
(212) 953-1888





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For additional information see sections 4, 5, 6, 7, and 8.
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SECTION 1

DIMENSIONS

The pattern of magazine industry growth is important background for the media planner. Here again, gathered from a variety of sources, are the basic statistics of the medium, some updated from our previous editions, some presented here for the first time. These are the necessary facts and figures to have at your fingertips for client meetings, planning sessions, speeches, reports.

Pages 8-13—Advertising Volume. Trends in magazine ad volume, revenue, top magazine advertisers.

Pages 14-15—Magazine advertising cost trends.

Page 16—Circulation trends.

Pages 17-20—SMRB's Media Imperatives, updated from our last edition—magazine reading vs television viewing, radio listening, newspaper reading.

ADVERTISING VOLUME

TOTAL ADVERTISING VOLUME IN THE UNITED STATES 1975–1979

(in millions of dollars)

	1975		1976		1977		1978		1979	
	Dollars	Percent	Dollars	Percent	Dollars	Percent	Dollars	Percent	Dollars	Percent
Newspapers	8,442	29.9	9,910	29.4	11,132	29.2	12,707	28.9	14,493	29.2
National	1,221	4.3	1,502	4.5	1,677	4.4	1,787	4.1	2,085	4.2
Local	7,221	26.6	8,408	24.9	9,455	24.8	10,920	24.8	12,408	25.0
Magazines	1,465	5.2	1,789	5.3	2,162	5.7	2,597	5.9	2,930	5.9
Weeklies	612	2.2	748	2.2	903	2.4	1,158	2.6	1,315	2.6
Women's	368	1.3	457	1.4	565	1.5	672	1.5	735	1.5
Monthlies	485	1.7	584	1.7	694	1.8	767	1.8	880	1.8
Farm publications	74	0.3	86	0.3	90	0.2	104	0.2	120	0.2
Television	5,263	18.6	6,721	19.9	7,612	20.0	8,979	20.4	10,195	20.5
Network	2,306	8.2	2,857	8.5	3,460	9.1	3,975	9.0	4,540	9.1
Spot	1,623	5.7	2,154	6.4	2,204	5.8	2,581	5.9	2,890	5.8
Local	1,334	4.7	1,710	5.0	1,948	5.1	2,423	5.5	2,765	5.6
Radio	1,880	7.0	2,330	6.9	2,634	6.9	3,052	6.9	3,385	6.8
Network	83	0.3	105	0.3	137	0.4	147	0.3	170	0.3
Spot	436	1.5	518	1.5	546	1.4	620	1.4	680	1.4
Local	1,461	5.2	1,707	5.1	1,951	5.1	2,285	5.2	2,535	5.1
Direct mail	4,124	14.6	4,786	14.2	5,164	13.6	5,987	136	6,650	13.4
Business papers	919	3.2	1,035	3.1	1,221	3.2	1,400	3.2	1,595	3.2
Outdoor	335	1.2	383	1.1	418	1.1	466	1.1	535	1.1
National	220	0.8	252	0.7	290	0.8	307	0.7	350	0.7
Local	115	0.4	131	0.4	128	0.3	159	0.4	185	0.4
Miscellaneous	5,558	19.7	6,650	19.7	7,487	19.7	8,678	19.8	9,817	19.7
National	2,869	10.2	3,471	10.3	3,899	10.3	4,485	10.2	5,060	10.2
Local	2,689	9.5	3,179	9.4	3,588	9.4	4,193	9.6	4,757	9.5
Total national	15,340	54.5	18,555	55.1	20,850	55.0	23,990	54.6	27,070	54.4
Total local	12,820	45.5	15,135	44.9	17,070	45.0	19,980	45.4	22,650	45.6
Grand total	28,160	100.0	33,690	100.0	37,920	100.0	43,980	100.0	49,720	100.0

Source: McCann-Erickson, Inc. Estimates include all costs, time and talent, space and production.

MAGAZINE ADVERTISING VOLUME 1975–1979

(in millions of dollars)

	Total		Weeklies		Women's		Monthlies	
Year	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change
1975	1,465	(2.6)	612	(2.9)	368	(1.1)	485	(3.4)
1976	1,789	22.1	748	22.2	457	24.2	584	20.4
1977	2,162	20.8	903	20.7	565	23.6	694	18.8
1978	2,597	20.1	1,158	28.2	672	18.9	767	10.5
1979*	2,930	12.8	1,315	13.5	735	9.4	880	14.7

*Preliminary
Source: McCann-Erickson, Inc./Encyclomedia.

MAGAZINE DOLLAR TOTALS BY 10 CATEGORIES 1977–1979

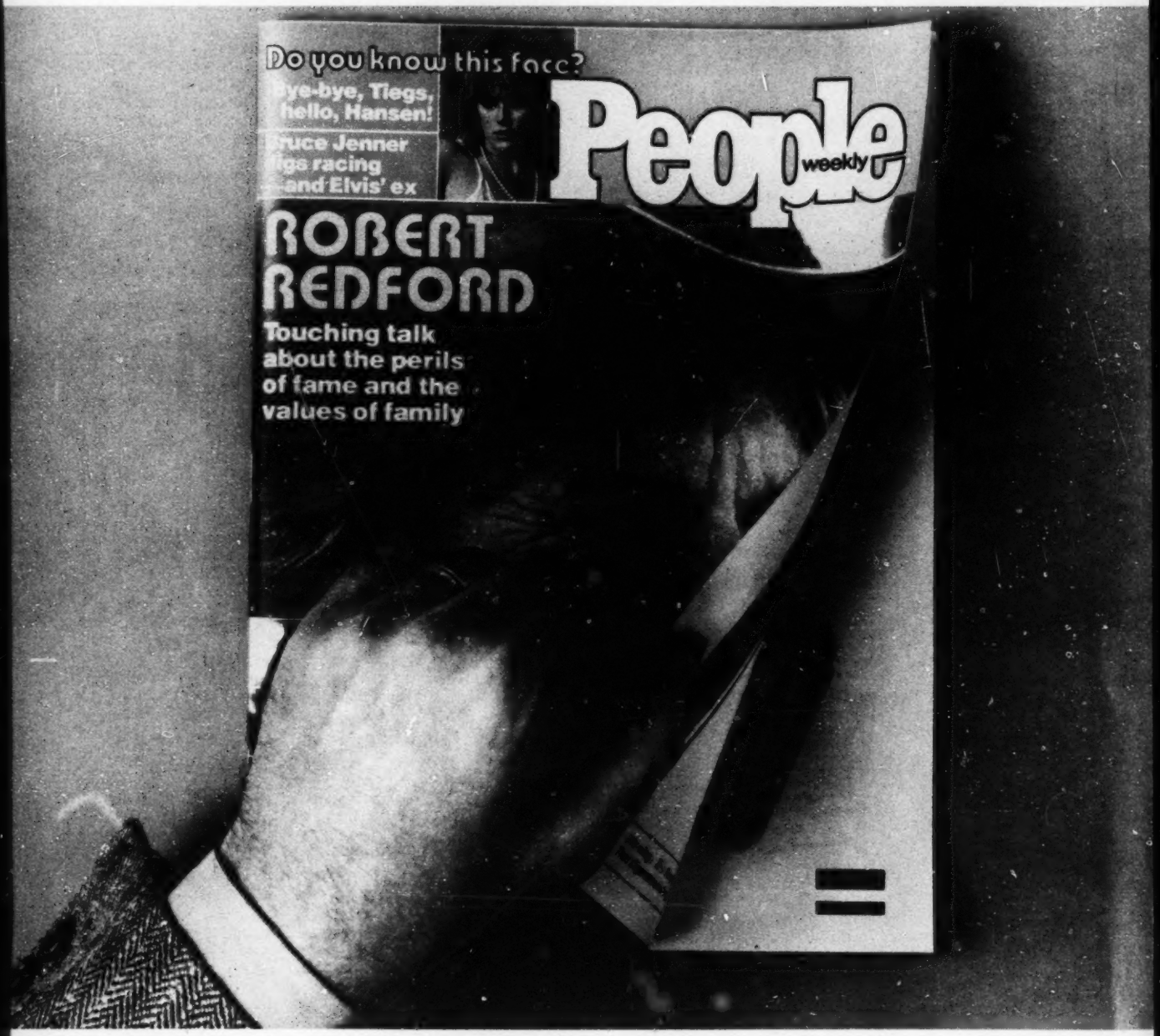
	1979 dollars	1978 dollars	1977 dollars
Weeklies/Biweeklies	**991,822,401**	**869,948,677**	**716,894,788**
Cue New York[1]	5,679,097	5,541,595	4,646,321
Grit	4,271,607	4,210,756	3,701,602
Look[2]	1,579,330	—	—
New West	10,151,448	7,994,150	6,635,135
New York Magazine[1]	16,921,950	16,540,704	13,274,160
New Yorker	41,872,106	36,340,868	31,473,732
Newsweek	171,314,071	149,397,307	125,725,919
People Weekly	89,260,254	66,290,011	41,245,565
Rolling Stone	10,640,631	10,037,630	—
Saturday Review	3,882,285	3,530,470	3,179,547
Sports Illustrated	122,130,343	112,973,259	94,894,567
TV Guide	220,184,288	184,311,297	176,207,311
Time	219,488,760	199,349,674	165,838,685
U.S. News & World Report	68,617,026	59,143,380	48,668,248
Us	5,829,205	4,287,576	1,403,996
Monthlies	**490,655,741**	**422,902,715**	**347,522,965**
A.D.	356,179	349,632	416,127
Apartment Life	8,125,396	6,031,306	4,882,294
Atlantic	2,153,610	2,239,440	2,178,116
Atlas World Press Review	359,791	222,977	—
Audubon	1,193,444	841,626	647,016
Bon Appetit	10,414,728	5,830,114	1,945,110
Book Digest	5,814,660	4,645,707	2,693,350
Car Craft	3,523,391	3,176,171	2,648,375
Ebony	17,027,444	17,145,259	15,363,057
Elks Magazine	1,817,899	1,589,868	1,321,169
Esquire	8,510,431	12,592,791	10,031,949
Gentleman's Quarterly[3]	5,851,500	3,648,940	2,905,060
Golf	9,022,607	8,295,651	6,859,319
Golf Digest	15,499,556	13,996,350	10,844,424
Gourmet	7,329,706	6,172,962	6,119,385
Harper's Magazine	2,157,439	2,005,544	2,051,418
Hot Rod	7,895,807	6,844,896	6,252,837
Life[4]	13,214,668	2,502,064	—
Money	11,663,112	10,206,577	8,667,873
Motor Trend	7,940,787	7,893,868	7,279,759
National Geographic	31,453,276	29,164,491	24,548,206
Natural History	2,703,975	2,381,302	2,171,402
Omni[4]	4,057,646	1,001,425	—
Oui	2,095,892	2,976,814	3,416,902
Penthouse	26,709,751	23,434,827	19,933,343
Playboy	64,948,033	52,653,065	46,158,448
Psychology Today	13,810,366	13,945,333	11,830,159
Quest/79[5]	1,378,311	1,045,468	347,357
Reader's Digest	107,621,954	99,050,110	83,875,860
Road & Track	9,548,541	8,203,812	6,308,275
Scientific American	13,641,472	10,540,105	7,824,696
Signature	3,371,404	2,762,075	2,020,869
Skin Diver	2,449,653	1,903,445	1,582,986
Smithsonian	14,574,235	13,095,934	11,523,559
Sport	6,998,487	6,555,184	5,901,470
Tennis	6,117,274	6,467,714	5,703,461
Texas Monthly	6,045,580	4,309,829	—
Town & Country	6,902,619	5,715,238	4,541,188
Travel/Holiday	3,263,407	2,586,325	1,509,774
Travel & Leisure	13,708,283	10,194,774	7,061,772
World Tennis	3,417,263	3,422,372	3,491,630
Yachting	5,966,164	5,261,330	4,664,970
Women's Magazines	**560,924,093**	**521,664,741**	**436,460,389**
American Girl[6]	657,926	1,374,113	1,500,845
Bride's Magazine	9,264,212	7,002,054	5,589,300
Co-ed	3,057,027	3,147,401	2,981,041
Cosmopolitan	50,063,281	40,388,302	31,127,228
Essence	6,471,982	6,183,934	4,607,807
Family Circle	94,979,738	83,260,214	68,135,455
Good Housekeeping	80,599,009	77,735,248	60,338,105
Ladies' Home Journal	52,421,248	52,972,414	45,822,852
McCall's Magazine	67,105,326	68,729,779	59,954,592
Modern Bride	8,796,619	8,129,606	6,954,348
Ms.	3,862,649	3,348,839	2,387,414
Parents' Magazine	9,790,872	8,018,384	6,366,569
Redbook Magazine	49,691,804	45,257,555	43,895,189
Self	3,515,610	—	—
Seventeen	19,154,985	17,132,185	16,244,814
Teen	5,098,208	4,670,506	—
True Story	6,598,881	5,687,563	4,898,291
Woman's Day	89,794,716	88,626,644	75,656,539
Home	**204,195,290**	**182,108,793**	**151,592,686**
Architectural Digest	10,332,190	8,274,965	5,348,109
Better Homes & Gardens	93,857,938	88,681,501	76,598,254
Country Journal	1,640,066	1,232,517	748,839
House Beautiful	16,737,409	13,634,403	11,845,367
House & Garden	24,597,265	20,287,136	17,497,108
Southern Living	30,710,733	25,033,661	18,189,696
Sunset	26,319,689	24,964,610	21,365,313
Fashion/Service	**83,801,354**	**71,855,637**	**58,591,600**
Glamour	33,904,226	29,594,562	24,687,615
Harper's Bazaar	8,323,157	7,542,694	6,690,910
Mademoiselle	14,634,901	12,868,572	11,072,206
Vogue	26,939,070	21,849,809	16,140,869
Business	**241,312,166**	**295,045,138**	**160,484,309**
Black Enterprise	4,361,733	3,783,199	3,162,875
Business Week	117,952,802	103,113,271	82,692,548
Dun's Review	7,146,517	5,765,020	4,149,202
Forbes	37,966,122	29,613,288	25,412,169
Fortune	49,088,467	41,854,165	29,335,901
Harvard Business Review	1,922,121	1,734,503	1,185,189
Industry Week	13,692,237	11,463,838	9,140,606
Nation's Business	9,182,167	7,717,854	5,405,819
Youth	**2,474,051**	**2,641,628**	**2,588,948**
Boys' Life	2,474,051	2,641,628	2,588,948
Outdoor/Sports	**45,899,651**	**41,999,709**	**38,705,071**
Field & Stream	20,417,274	18,849,827	15,459,869
Guns & Ammo	3,769,469	3,222,617	2,935,050
Outdoor Life	16,291,780	15,727,558	14,392,449
Sports Afield	5,421,128	4,199,707	5,917,703
Mechanics/Science	**49,967,859**	**46,601,804**	**39,616,086**
Mechanix Illustrated	14,169,883	13,026,205	11,042,141
Popular Mechanics	19,134,795	16,865,850	14,155,269
Popular Science	16,663,181	16,709,749	14,418,676
Newspaper Supps & Sections	**264,635,073**	**221,112,072**	**200,180,232**
Family Weekly	82,636,279	70,323,830	57,258,073
New York Times Magazine[7]	46,812,435	29,596,110	39,338,011
Parade	135,186,359	121,192,132	103,584,148

Source: PIB/LNA Magazine Analysis Service. Compiled and published by Leading National Advertisers, Inc. for Publishers Information Bureau.

[1] Effective April 1980, Cue New York merged with New York Magazine.
[2] First issue published February 19, 1979. Ceased publication August, 1979.
[3] Published 8 issues in 1978.
[4] First issue published October 1978.
[5] Published 7 issues in 1978.
[6] Ceased publication in July 1979.
[7] Not published August 13–November 5, 1978 due to New York newspaper strike.

*1979 SMRB

From cover


Do you know this face?
Bye-bye, Tiegs, hello, Hansen!
Bruce Jenner
ge racing
and Elvis' ex
People weekly
ROBERT REDFORD
Touching talk about the perils of fame and the values of family

The people who read People really *read* People. From front to back, back to front, they don't put People down until they've enjoyed every last fascinating detail. When you're covering a world of interesting personalities—everyone from Archie Bunker to Zbigniew Brzezinski—it's no wonder over 18 million* people are really into People.

Who are these millions? They're mostly young, prospering, educated men and women...naturally the best customers for all kinds of products: food, apparel, cosmetics, home furnishings, cars, tobacco, insurance, liquor...you name it. And People delivers this great market efficiently at low out-of-pocket cost.

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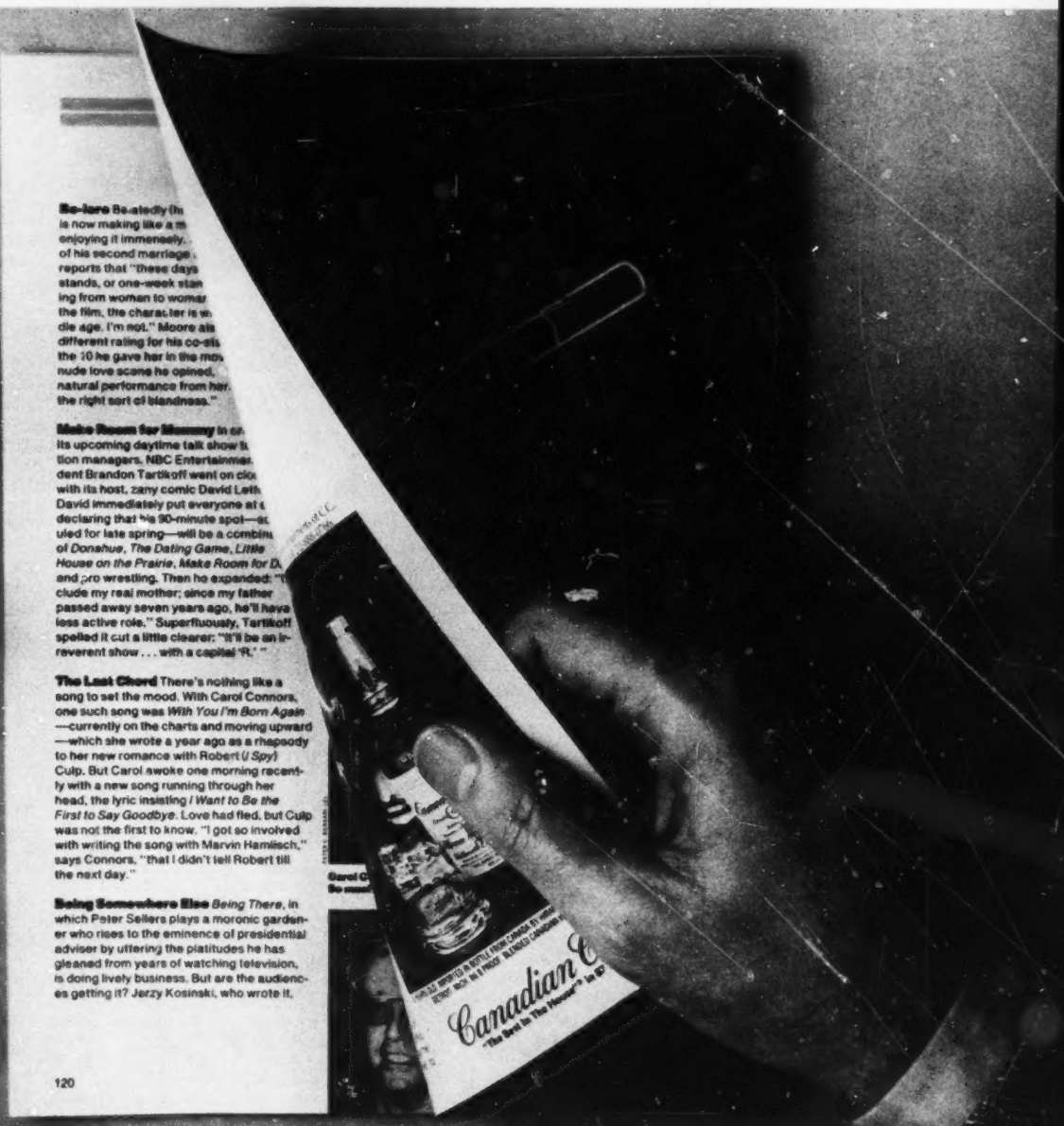
to cover.


So-lore Belatedly (h
is now making like a m
enjoying it immensely.
of his second marriage
reports that "these days
stands, or one-week stan
ing from women to womar
the film, the character is w
die age. I'm not." Moore als
different rating for his co-sta
the 10 he gave her in the mo
nude love scene he opined,
natural performance from her
the right sort of blandness."
Make Room for Mommy In ex
its upcoming daytime talk show ti
tion managers, NBC Entertainmer
dent Brandon Tartikoff went on clo
with its host, zany comic David Leth
David immediately put everyone at
declaring that his 90-minute spot—sc
uled for late spring—will be a combin
of *Donahue*, *The Dating Game*, *Little House on the Prairie*, *Make Room for D*
and pro wrestling. Then he expanded: "I
clude my real mother; since my father
passed away seven years ago, he'll have
less active role." Superfluously, Tartikoff
spelled it out a little clearer: "It'll be an ir-
reverent show . . . with a capital 'R.' "
The Last Chord There's nothing like a
song to set the mood. With Carol Connors,
one such song was *With You I'm Born Again*
—currently on the charts and moving upward
—which she wrote a year ago as a rhapsody
to her new romance with Robert (*I Spy*)
Culp. But Carol awoke one morning recent-
ly with a new song running through her
head, the lyric insisting *I Want to Be the First to Say Goodbye*. Love had fled, but Culp
was not the first to know. "I got so involved
with writing the song with Marvin Hamlisch,"
says Connors, "that I didn't tell Robert till
the next day."
Being Somewhere Else *Being There*, in
which Peter Sellers plays a moronic garden-
er who rises to the eminence of presidential
adviser by uttering the platitudes he has
gleaned from years of watching television,
is doing lively business. But are the audienc-
es getting it? Jerzy Kosinski, who wrote it,
120
Canadian C
"The Best In The House"

People's like a good book. Once you pick it up, you can't put it down. And for advertisers, it's a best seller.

People Weekly

Where over 18 million people get close to the newsmakers.

Since People's inception, research studies have verified a steady pattern of through-the-book readership. Recent Starch figures continue to show consistent editorial noting from front to back.

EDIT NOTING SCORES	
Front third	**63.0**
Middle third	**62.5**
Back third	**62.5**

Other research shows the same consistency in readership of People's advertising pages. A recent independently conducted study shows virtually no difference in noting scores for advertising in the front, middle or back of People.

MAGAZINE ADVERTISING REVENUE 1955–1979

Year	Dollars	Number of magazines
1955	622,005,729	81
1956	693,233,867	88
1957	710,785,633	83
1958	671,366,930	81
1959	760,630,046	79
1960	829,727,760	79
1961	815,015,746	80
1962	852,482,727	79
1963	906,779,205	81
1964	971,666,981	85
1965	1,048,765,191	86
1966	1,139,072,743	91
1967	1,135,334,589	93
1968	1,169,652,713	92
1969	1,221,370,544	90
1970	1,168,668,178	89
1971	1,235,175,433	91
1972	1,297,682,163	83
1973	1,309,161,028	85
1974	1,366,328,994	93
1975	1,336,313,425	94
1976	1,621,992,896	93
1977	1,965,410,809	96
1978	2,374,175,378	102
1979	2,671,052,606	102

Source: PIB/LNA Magazine Advertising Analysis, compiled and published by Leading National Advertisers, Inc. for Publishers Information Bureau, Inc./MPA. Figures are for general magazines; Sunday supplements are excluded.

MAGAZINE ADVERTISING PAGES 1955–1979

Year	Pages	Number of Magazines
1955	76,427.76	81
1956	83,342.83	88
1957	80,485.00	83
1958	69,131.37	81
1959	73,954.75	79
1960	74,860.61	79
1961	68,203.14	80
1962	69,062.69	79
1963	71,995.39	81
1964	65,931.76	85
1965	80,147.22	86
1966	84,654.64	91
1967	83,482.63	93
1968	81,265.41	92
1969	81,378.67	90
1970	76,923.54	89
1971	77,008.37	91
1972	82,007.35	83
1973	85,664.82	85
1974	86,304.72	93
1975	80,735.04	94
1976	93,253.23	93
1977	103,307.18	96
1978	115,265.66	102
1979	119,832.27	102

Source: PIB/LNA Magazine Advertising Analysis, compiled and published by Leading National Advertisers, Inc. for Publishers Information Bureau, Inc./MPA. Figures are for general magazines; Sunday supplements are excluded.

TOP 100 MAGAZINE ADVERTISERS IN 1979 AND THEIR INVESTMENTS IN 1978

		1979		1978	
Rank	Company	Dollars	Percent change	Dollars	Percent change
1.	Reynolds, R.J.	114,868,977	60.6	71,517,200	20.1
2.	Seagram	84,876,808	22.7	69,160,400	155.7
3.	General Motors	67,550,695	20.0	56,305,300	27.9
4.	Philip Morris	64,650,881	21.3	53,306,800	10.5
5.	General Foods	41,240,485	13.8	36,234,900	24.8
6.	Procter & Gamble	40,640,125	20.4	33,754,300	57.4
7.	B.A.T. Industries	36,081,404	58.5	22,765,200	(29.5)
8.	Loews	35,745,351	48.0	24,147,600	28.7
9.	American Brands	31,399,445	18.9	26,399,200	(9.0)
10.	Ford Motor Co.	31,042,280	30.7	23,744,900	(4.2)
11.	CBS	28,532,787	5.2	27,117,400	15.9
12.	Time	27,243,707	16.5	23,391,000	23.4
13.	American Telephone & Telegraph	25,287,299	51.0	16,742,500	60.1
14.	RCA	21,772,269	(2.7)	22,370,400	33.6
15.	Liggett Group	21,527,604	(6.7)	23,081,600	24.1
16.	Kraft	21,427,651	(2.1)	21,878,900	48.0
17.	General Electric	20,383,376	8.1	18,849,100	79.2
18.	Bristol-Myers	19,849,658	(16.5)	23,761,500	1.9
19.	U.S. Government	18,788,423	(9.6)	20,782,600	24.8
20.	Hiram Walker-Gooderham & W.L.	16,806,372	26.7	13,262,300	21.0
21.	Du Pont De Nemours, E.I. & C.I.	16,615,372	24.0	13,401,400	33.4
22.	American Broadcasting	16,174,851	26.2	12,819,400	24.0
23.	Johnson & Johnson	15,901,398	36.3	11,665,900	10.1
24.	Lever Brothers	15,207,273	34.3	11,322,600	58.1
25.	General Mills	14,985,476	(7.4)	16,191,600	2.7
26.	Heublein	14,861,844	(13.8)	17,233,900	16.3
27.	Norton Simon	14,737,448	(9.8)	16,339,100	9.9
28.	Eastman Kodak	14,565,064	(4.0)	15,168,200	(13.6)
29.	Chrysler	13,925,828	(60.6)	35,357,500	87.2
30.	Sears Roebuck	13,819,269	(75.3)	55,930,800	35.3
31.	Volkswagenwerk A.G.	13,275,309	19.6	16,511,200	28.7
32.	Brown Forman Distillers	13,021,791	56.2	8,334,800	20.2
33.	National Distillers & Chemical	12,756,159	14.0	11,186,500	10.5
34.	Gillette	12,171,209	24.2	9,795,800	74.8
35.	Doubleday	11,958,779	(5.8)	12,690,500	5.2
36.	Sterling Drug	11,168,430	55.3	7,189,200	14.7
37.	Chesebrough-Ponds	11,013,812	63.8	6,723,000	77.5
38.	Ralston Purina	10,834,276	16.5	9,300,600	(8.2)
39.	Schering-Plough	10,751,725	12.9	9,523,100	3.3
40.	Revlon	10,638,711	11.0	9,580,700	13.9
41.	Rapid-American	10,515,323	2.1	10,300,600	53.4
42.	American Home Products	10,265,246	33.4	7,693,400	29.8
43.	Quaker Oats	10,011,644	0.3	9,981,500	12.5
44.	Toyota Motor Co.	9,816,853	9.8	8,943,100	47.6
45.	Noxell	9,649,561	57.8	6,113,400	(6.7)
46.	Colgate Palmolive	9,333,414	42.9	6,529,900	3.9
47.	Honda Motor Co.	9,004,541	(11.2)	10,135,400	53.9
48.	Pfizer	8,802,679	16.6	7,546,300	9.0
49.	Nestle Enterprises	8,662,725	96.9	4,400,500	109.2
50.	Franklin Mint	8,550,222	32.9	6,434,900	191.6
51.	Consolidated Foods	8,350,827	23.2	6,778,100	241.4
52.	Matsushita Electric	8,134,835	(16.2)	9,710,100	68.8
53.	De Beers Consolidated Mines	8,084,397	13.9	7,096,700	16.7
54.	Nissan Motor Co.	8,065,755	27.0	6,350,200	(17.2)
55.	Gulf & Western	7,972,010	48.5	5,367,400	73.2
56.	Johnson, S.C. & Son	7,502,193	(18.9)	9,254,300	36.2
57.	Penney, J.C. Co.	7,458,741	89.7	3,932,300	74.2
58.	Armstrong World Industries	7,221,632	0.1	7,215,300	(9.2)
59.	American Cyanamid	7,186,905	3.2	6,962,300	(11.0)
60.	IT&T	7,130,955	(5.8)	6,568,900	33.8
61.	Anheuser-Busch	7,013,711	129.3	3,058,248	3.2
62.	Xerox	6,982,950	37.4	5,081,300	30.2
63.	Northwest Industries	6,979,224	10.5	6,315,700	(8.0)

TOP 100 MAGAZINE ADVERTISERS IN 1979 CONTINUED

64.	Nabisco	6,744,842	23.5	5,462,600	24.9
65.	Volvo	6,713,361	7.9	6,224,200	97.2
66.	Puerto Rico, Commonwealth of	6,533,452	13.1	5,777,900	61.4
67.	Campbell Soup	6,324,709	8.6	5,821,400	25.3
68.	American Express	6,252,111	14.6	5,456,400	25.8
69.	Canon	6,077,759	49.1	4,076,000	83.3
70.	Pillsbury	6,017,999	31.5	4,574,900	16.7
71.	SmithKline	6,011,950	171.2	2,217,080	190.6
72.	Glenmore Distilleries	6,006,736	88.3	3,189,262	3.7
73.	BC Ltd.	5,678,689	6.5	5,332,200	(23.1)
74.	Polaroid	5,631,624	(10.9)	6,319,300	(18.0)
75.	Sony	5,618,752	0.1	5,610,800	39.5
76.	Standard Brands	5,598,048	39.6	4,010,300	(6.5)
77.	American Motors	5,389,103	(7.3)	5,814,600	63.7
78.	Warner-Lambert	5,353,410	17.9	4,540,100	477.7
79.	Reader's Digest	5,276,238	(19.3)	6,535,600	(5.5)
80.	MBI	5,259,527	(15.9)	6,254,800	59.4
81.	Shell Oil	5,178,711	17.7	4,401,300	(7.9)
82.	K Mart	5,164,127	30.0	3,972,200	(19.8)
83.	Toyo Kogyo Co.	4,958,696	17.9	4,206,800	9.9
84.	IBM	4,929,875	(32.3)	7,280,600	20.6
85.	American Council of Life Insurance	4,916,924	84.7	2,661,992	55.6
86.	Beatrice Foods	4,846,993	20.5	4,023,400	31.7
87.	Pioneer Electronics	4,823,381	1.9	4,732,100	26.4
88.	Textron	4,805,960	51.8	3,165,722	31.6
89.	Aetna Life & Casualty	4,780,219	52.7	3,130,531	56.7
90.	Clorox	4,769,985	(27.3)	6,560,500	7.5
91.	Greyhound	4,748,252	(19.0)	5,860,100	(3.1)
92.	GRI Corp.	4,747,080	11.1	4,273,000	64.5
93.	U.S. Steel	4,723,758	106.2	2,290,674	71.4
94.	International Gold Corp.	4,824,574	43.8	3,355,140	405.0
95.	Estee Lauder	4,580,852	22.0	3,754,100	15.2
96.	Kimberly-Clark	4,538,280	28.1	3,543,529	21.3
97.	Gallo, E. & J. Winery	4,524,823	155.0	1,774,575	(29.5)
98.	United Airlines	4,517,426	(2.9)	4,391,300	49.7
99.	Borden	4,504,342	35.6	3,320,806	(15.6)
100.	Schieffelin & Co.	4,413,019	103.0	2,174,092	22.9

Source: LNA Multi-Media Reports.

TOP 20 RETAILERS IN MAGAZINE ADVERTISING 1978–1979

Rank/Retailer	Magazine ad dollars (in thousands) 1979	1978	Percent change
1. Sears Roebuck*	12,661.0	53,973.9	(76.5)
2. J.C. Penney	7,458.9	3,932.0	89.7
3. K Mart	5,164.3	3,971.9	30.0
4. Fotomat	3,141.5	2,069.5	51.8
5. Cotter & Co. (True Value Stores)	2,687.6	2,275.9	18.1
6. Ethan Allen Furniture	1,810.9	1,531.8	18.2
7. Levitz Furniture	1,732.4	2,372.8	(27.0)
8. Federated Department Stores	1,324.6	1,179.8	12.3
9. F.W. Woolworth	1,288.7	1,389.3	(7.2)
10. Carter Hawley Hale Stores	963.2	814.8	18.2
11. Zale Corp.	838.1	781.3	7.3
12. Mellville Corp. (Thom McCann)	783.8	263.3	197.7
13. Gimbels/Saks Fifth Avenue	709.2	893.0	(20.6)
14. Sentry Hardware Stores	587.4	353.5	66.2
15. Gingiss Formalwear Centers	566.7	451.0	25.7
16. Associated Dry Goods Corp.	509.2	587.5	(13.3)
17. Allied Stores	405.5	145.9	177.9
18. R.H. Macy	405.3	448.4	(9.6)
19. Tiffany & Co.	359.7	371.6	(3.2)
20. Edison Brothers Stores	356.6	351.6	1.4
Total	43,754.6	78,158.8	(44.0)

*Excludes Allstate advertising/non-retail.
Source: PIB/LNA/MPA.

EDITORIAL/ADVERTISING PAGE RATIOS

Year	Percent of total pages: Advertising	Editorial
1947	53.1	46.9
1957	49.6	50.4
1961	44.6	55.4
1964	46.4	53.6
1966	46.6	53.4
1967	46.7	53.3
1969	47.3	52.7
1970	46.0	54.0
1971	46.8	53.2
1973	49.3	50.7
1975	46.5	53.5
1976	49.3	50.7
1977	51.1	48.9
1978	51.8	48.2
1979	52.4	47.6

Source: Russell Hall Magazine Editorial Reports/MPA.

MAGAZINE AD REVENUE BY CLASSIFICATION – 1979

Classification	Percent
Smoking materials	10.5
Beer/Wine/Liquor	8.8
Automotive/Accessories & equipment	8.4
Toiletries/Toilet goods	7.4
Food/Food products	7.0
Business/Consumer services	6.4
Miscellaneous	5.3
Publishing/Media	5.0
Travel/Hotels/Resorts	4.1
Retail/Direct mail	3.9
Apparel/Footwear/Accessories	3.5
Radios/TVs/Phonographs/Musical instruments	3.0
Jewelry/Optical goods/Cameras	3.0
Drugs/Remedies	2.7
Office equipment/Stationery	2.6
Industrial materials	2.6
Household equipment/Supplies	2.5
Household furnishings	2.4
Sporting goods/Toys	2.0
Insurance	2.0
Building materials/Equipment/Fixtures	1.7
Soaps/Cleansers/Polishes	1.3
Gasoline/Lubricants/Fuels	1.1
All other	2.8

Source: PIB/MPA.

CORPORATE AD DOLLARS IN MAGAZINES

Year	Ad dollars
1961	68,555.0
1964	75,573.0
1967	92,230.0
1970	79,683.0
1973	88,740.0
1976	111,221.0
1977	133,362.6
1978	155,124.3
1979	197,641.5

Source: LNA Special Reports.

COSTS

COMBINED CPM/CIRCULATION/RATES OF 50 LEADING MAGAZINES 1961–1979

Year	Combined circulation (000)	Combined page rate B/W	Combined page rate 4/C	Cost per page per thousand B/W	Cost per page per thousand 4/C
1961	129,624	$521,974	$717,374	$4.03	$5.53
1962	134,020	555,685	758,377	4.15	5.66
1963	137,978	568,610	775,372	4.12	5.62
1964	141,473	578,724	803,539	4.09	5.68
1965	147,080	595,143	826,879	4.05	5.62
1966	151,786	616,084	860,740	4.06	5.67
1967	156,679	635,471	887,383	4.06	5.66
1968	160,576	659,293	917,668	4.11	5.71
1969	158,510	675,018	930,627	4.26	5.87
1970	160,848	695,674	961,293	4.33	5.98
1971	159,131	692,397	958,292	4.35	6.02
1972	155,738	678,665	934,180	4.36	6.00
1973	156,971	679,836	930,286	4.33	5.93
1974	158,978	714,535	976,630	4.49	6.14
1975	155,674	754,298	1,031,318	4.85	6.62
1976	156,816	775,337	1,061,126	4.94	6.77
1977	155,129	824,443	1,142,234	5.32	7.36
1978	154,997	908,735	1,247,793	5.86	8.05
1979	155,177	986,848	1,350,364	6.36	8.70

Source: Based on the circulation and rates for the 50 leading magazines in advertising revenue for each year. Newspaper supplements are not included. Prepared by MPA.

AVERAGE COST OF 4/C PAGE IN TOP 50 MAGAZINES 1972–1979

Year	Gross cost of 1P4C Dollars	Gross cost of 1P4C Index	Gross circulation (000)	Gross circulation Index	Circ. GRP's (%)	Circ. GRP's Index	Cost/1,000 circ. Dollars	Cost/1,000 circ. Index	Cost/GRP Dollars	Cost/GRP Index
1972	934,180	69	155,738	100	237.3	118	6.00	69	3,937	58
1973	930,286	69	156,971	101	232.5	116	5.93	68	4,005	59
1974	971,710	72	159,000	102	230.5	115	6.11	70	4,216	63
1975	1,026,000	76	155,674	100	220.0	110	6.59	76	4,664	69
1976	1,061,126	79	156,816	101	217.8	109	6.77	78	4,872	72
1977	1,181,734	88	156,859	101	213.0	106	7.53	87	5,548	82
1978	1,247,793	92	154,997	100	206.1	103	8.05	93	6,054	90
1979	1,350,364	100	155,177	100	200.6	100	8.70	100	6,732	100

Source Media dept., J. Walter Thompson. The calendar year 1979 was taken as index 100 and costs in years previous, starting with 1972, compared to it to show unit cost changes on both an index and dollar basis, cost per thousand and cost per gross rating point.

AVERAGE COST OF 4/C PAGE IN NATIONAL SUPPS 1972–1979

Year	Gross cost of 1P4C Dollars	Gross cost of 1P4C Index	Gross circulation (000)	Gross circulation Index	Circ. GRP's (%)	Circ. GRP's Index	Cost/1,000 circ. Dollars	Cost/1,000 circ. Index	Cost/GRP Dollars	Cost/GRP Index
1972	212,360	56	48,670	89	74.1	104	4.36	63	2.870	58
1973	221,420	58	50,260	92	74.4	105	4.41	63	2.980	55
1974	248,963	65	51,500	94	74.7	105	4.83	69	3.330	62
1975	288,907	76	51,775	94	73.2	103	5.58	80	3.947	73
1976	302,834	79	52,072	95	72.3	102	5.82	84	4.189	78
1977	328,018	86	53,318	97	72.4	102	6.15	88	4.531	84
1978	358,100	94	53,850	98	71.6	101	6.65	96	5.000	93
1979	381,790	100	54,913	100	71.0	100	6.95	100	5.377	100

Source: Media dept., J. Walter Thompson. The calendar year 1979 was taken as Index 100 and costs in years previous, starting with 1972, compared to it to show unit cost changes on both an index and dollar basis, cost per thousand and cost per gross rating point.

MAGAZINE ADVERTISING COST INDEX 1961–1979

(Index 1961 = 100)

Year	Circulation	Page cost B/W	Page cost 4/C	Cost per page per thousand B/W	Cost per page per thousand 4/C
1961	100	100	100	100	100
1962	103	106	106	103	102
1963	106	109	108	102	102
1964	109	111	112	101	103
1965	113	114	115	100	102
1966	117	118	120	101	103
1967	121	122	124	101	102
1968	124	126	128	102	103
1969	122	129	130	106	106
1970	124	133	134	107	108
1971	123	133	134	108	109
1972	120	130	130	108	108
1973	121	130	130	107	107
1974	123	137	136	111	110
1975	120	145	144	120	120
1976	121	149	148	123	122
1977	120	158	159	132	133
1978	120	174	174	145	146
1979	120	189	188	158	157

Source: Based on the circulation and rates for the 50 leading magazines in advertising revenue for each year. Newspaper supplements are not included/MPA.

MEDIA COST-PER-THOUSAND TRENDS 1970–1984

Year	Magazines	Network TV	Spot TV	Spot radio	Newspapers	Outdoor
1970	100	100	100	100	100	100
1972	106	97	105	100	106	111
1974	107	111	113	106	117	121
1976	118	138	148	120	147	138
1978	137	181	169	137	170	160
1980	158	227	190	160	196	189
1982	179	282	218	198	223	211
1984	197	333	250	203	258	242

Source: McCann-Erickson /MPA.

SINGLE COPY/SUBSCRIPTION PRICES 1960–1979

Year	Average single copy price	Index 1960 = 100	Average yearly subscription price	Index 1960 = 100
1960	$ .39	100	$ 4.58	100
1961	.41	105	4.68	102
1962	.41	105	4.79	105
1963	.42	108	4.89	107
1964	.46	118	5.25	115
1965	.46	118	5.32	116
1966	.49	126	5.51	120
1967	.51	131	5.60	122
1968	.55	141	6.05	132
1969	.58	149	6.52	142
1970	.63	162	7.16	156
1971	.63	162	7.38	161
1972	.64	164	7.57	165
1973	.68	174	7.72	169
1974	.81	208	8.98	196
1975	.87	223	10.14	221
1976	.98	251	11.52	252
1977	1.09	280	12.70	277
1978	1.21	310	14.86	324
1979	1.33	341	16.30	356

Base: The single copy and one-year subscription prices reported to the Audit Bureau of Circulations, in effect December 31 of each year, for 50 leading magazines in advertising revenue for that year.
Source: Magazine Publishers Association

MAGAZINE COST-PER-THOUSAND TRENDS 1961–1979

Year	Cost-per-thousand index B/W page	Cost-per-thousand index 4/C page
1961	100	100
1964	101	103
1967	101	102
1970	107	108
1973	107	107
1976	123	122
1979	158	157

Source: Based on circulation and rates for the 50 leading magazines in advertising revenue for each year. Newspaper supplements are not included/MPA.

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CIRCULATION

CIRCULATION OF ABC MAGAZINES 1950–1979

Year	Number of magazines or groups	Single copy	Subscription	Total	U.S. adult population (000)	Circ./100 adults
1950	250	61,998,611	85,270,929	147,259,540	104,596	140.8
1951	247	64,157,748	87,345,788	151,503,536	105,159	144.1
1952	252	68,716,845	90,651,696	159,368,541	105,902	150.5
1953	258	68,109,367	94,925,139	163,034,506	106,830	152.6
1954	259	67,456,118	97,510,768	164,966,886	107,990	152.8
1955*	272	71,073,877	108,891,354	179,965,231	109,342	164.6
1956	282	73,874,770	111,856,119	185,730,889	110,549	168.0
1957	278	68,305,833	113,104,515	181,410,348	111,725	162.4
1958	270	63,384,915	119,939,875	183,324,790	112,832	162.5
1959	274	62,609,711	112,979,455	185,589,166	114,091	162.7
1960	273	62,295,487	128,136,349	190,431,836	115,461	164.9
1961	273	60,696,623	134,966,829	195,663,452	117,207	166.9
1962	278	61,977,422	138,680,320	200,657,742	118,655	169.1
1963	274	62,578,172	140,645,067	203,223,239	120,072	169.3
1964	282	64,953,619	142,917,837	207,871,456	121,466	171.1
1965	275	66,538,850	148,947,898	215,486,748	123,804	174.1
1966	276	68,554,898	157,106,899	225,661,797	125,687	179.5
1967	279	71,275,957	160,848,702	232,124,659	127,536	182.0
1968	287	71,183,468	165,917,867	237,101,335	129,512	183.1
1969	302	71,587,283	170,205,937	241,793,220	131,623	183.7
1970	300	70,701,105	173,462,984	244,164,089	134,118	182.1
1971	293	73,296,562	169,157,331	242,453,893	136,659	177.4
1972	302	80,739,026	161,679,162	242,418,188	139,240	174.1
1973	306	83,947,248	161,954,594	245,901,842	141,683	173.6
1974	316	85,055,173	163,767,774	248,822,947	144,152	172.6
1975	327	85,580,704	165,250,505	250,831,209	146,800	170.9
1976	336	90,555,940	164,864,879	255,420,819	149,474	170.9
1977	373	92,757,602	171,190,950	263,948,552	152,089	173.5
1978	369	91,756,399	173,933,368	265,689,767	154,682	171.8
1979	401	89,717,939	176,936,774	266,654,713	157,529	169.3

*Includes Reader's Digest for the first time as an ABC publication with a circulation of 10,316,531.

Sources: Circulation—ABC records covering the second six months of each year for general and farm magazines, excluding comics and newspaper supplements. Population—U.S. Bureau of the Census midyear estimates of the resident population 18 years and older. Prepared by Magazine Publishers Association.

MAGAZINE CIRCULATION FOR 7 SIZE BREAKOUTS

Circulation size	Number of magazines	Percent	Circulation per issue	Percent
10,000,000 & Over	3	0.8	47,891,703	17.8
5,000,000–9,999,999	8	2.0	51,019,075	19.0
2,000,000–4,999,999	11	2.8	33,593,596	12.5
1,000,000–1,999,999	30	7.7	43,883,339	16.4
500,000–999,999	65	16.6	46,895,273	17.5
150,000–499,999	115	29.4	31,099,810	11.6
Under 150,000	159	40.7	14,052,868	5.2
Total	391	100.0	268,435,664	100.0

Source: ABC first six months of 1979 (excluding comics and newspaper supplements)/MPA.

SINGLE-COPY SALES VS. SUBSCRIPTIONS 1977–1979

	1977		1978		1979	
	Number	Percent	Number	Percent	Number	Percent
Single copies	92,757,602	35	91,756,399	34	89,717,939	34
Subscriptions	171,190,950	65	173,933,368	66	176,936,774	66
Total	263,948,552	100	265,689,767	100	266,654,713	100

Source: ABC reports on general and farm magazines (excluding comics and supps) for the second six months of each year/MPA.

SMRB'S MEDIA IMPERATIVES®

THE concept of Media Imperatives® was first introduced at the 21st annual conference of the Advertising Research Foundation in November, 1975 as a way of classifying consumers according to their media usage patterns. This kind of analysis made the point that the average television schedule does not adequately reach a substantial portion of the population who can be better reached with magazines, and of course, vice versa. This remains a fundamental argument for using a mix of media.

SMRB has extended the Media Imperatives to analyze exposure to other media. In the tables that follow the four media are paired into three segments: magazine vs. television; magazine vs. newspaper; magazine vs. radio. The data are based on a cross-tabulation of number of magazines read vs. television viewing time (or number of newspapers read or radio listening time) in the SMRB 1979 study sample.

Respondents were classified into one of four exclusive groups:

1. Magazine Imperative: Those lightly exposed to television (or newspapers or radio) and with moderate to heavy magazine exposure.
2. Dual Audience: Moderate to heavy exposure to magazines and television (newspapers or radio).
3. Television (Newspaper or Radio) Imperative: Light exposure to magazines, moderate to heavy exposure in the other medium.
4. Lightly Exposed: Those lightly exposed to magazines and television (newspapers or radio).

The Media Imperatives are presented by five demographic characteristics for adult men and women: age, education, occupation, household income and number of people in household. The figures show the numbers of people in each demographic break; under each figure is the percent coverage for each demographic break (read vertically).

MAGAZINE VS TV, NEWSPAPERS, RADIO

	Men (in thousands)						Women (in thousands)					
AGE	**U.S. total**	**18–24 years**	**25–34 years**	**35–54 years**	**55 years & older**	**35–49 years**	**U.S. total**	**18–24 years**	**25–34 years**	**35–54 years**	**55 years & older**	**35–49 years**
Total	74,722	14,051	17,205	24,100	19,366	18,316	81,073	14,334	17,519	24,484	24,736	18,176
Pct. coverage	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Magazine-Television												
Magazine Imperative	24,166	5,805	7,773	7,606	2,983	6,033	26,177	5,581	7,141	8,550	4,904	6,560
Pct. coverage	32.3	41.3	45.2	31.6	15.4	32.9	32.3	38.9	40.8	34.9	19.8	36.1
Dual Audience	13,064	2,831	3,357	3,703	3,172	2,921	16,795	3,337	4,026	5,176	4,256	3,790
Pct. coverage	17.5	20.1	19.5	15.4	16.4	15.9	20.7	23.3	23.0	21.1	17.2	20.9
Television Imperative	25,185	3,712	3,479	8,172	9,822	5,969	25,719	3,536	4,035	6,819	11,329	4,817
Pct. coverage	33.7	26.4	20.2	33.9	50.7	32.6	31.7	24.7	23.0	27.9	45.8	26.5
Lightly Exposed	12,307	1,704	2,597	4,618	3,388	3,394	12,382	1,879	2,317	3,939	4,247	3,008
Pct. coverage	16.5	12.1	15.1	19.2	17.5	18.5	15.3	13.1	13.2	16.1	17.2	16.5
Magazine-Newspaper												
Magazine Imperative	25,786	7,040	7,995	7,089	3,663	5,685	31,192	7,791	8,895	8,678	5,829	6,758
Pct. coverage	34.5	50.1	46.5	29.4	18.9	31.0	38.5	54.4	50.8	35.4	23.6	37.2
Dual Audience	7,669	1,246	2,205	2,369	1,850	1,775	6,819	917	1,351	2,798	1,752	1,978
Pct. coverage	10.3	8.9	12.8	9.8	9.6	9.7	8.4	6.4	7.7	11.4	7.1	10.9
Newspaper Imperative	26,605	3,198	4,265	10,036	9,105	7,508	28,283	2,974	4,591	9,366	11,353	6,688
Pct. coverage	35.6	22.8	24.8	41.6	47.0	41.0	34.9	20.7	26.2	38.3	45.9	36.8
Lightly Exposed	14,662	2,567	2,740	4,606	4,748	3,348	14,778	2,651	2,683	3,642	5,802	2,752
Pct. coverage	19.6	18.3	15.9	19.1	24.5	18.3	18.2	18.5	15.3	14.9	23.5	15.1
Magazine-Radio												
Magazine Imperative	21,365	4,247	5,808	6,696	4,614	5,212	24,265	4,610	6,100	7,276	6,279	5,524
Pct. coverage	28.6	30.2	33.8	27.8	23.8	28.5	29.9	32.2	34.8	29.7	25.4	30.4
Dual Audience	15,409	4,007	4,519	4,498	2,385	3,577	18,407	4,261	4,972	5,874	3,301	4,399
Pct. coverage	20.6	28.5	26.3	18.7	12.3	19.5	22.7	29.7	28.4	24.0	13.3	24.2
Radio Imperative	24,213	4,251	4,988	8,344	6,630	6,199	25,365	3,824	4,435	7,707	9,400	5,579
Pct. coverage	32.4	30.3	29.0	34.6	34.2	33.8	31.3	26.7	25.3	31.5	38.0	30.7
Lightly Exposed	13,735	1,547	1,890	4,561	5,737	3,328	13,035	1,639	2,013	3,628	5,756	2,674
Pct. coverage	18.4	11.0	11.0	18.9	29.6	18.2	16.1	11.4	11.5	14.8	23.3	14.7

EDUCATION

	Men (in thousands)				Women (in thousands)			
	U.S. total	Att/ Grad college	High school grad	Not H.S. grad	U.S. total	Att/ Grad college	High school grad	Not H.S. grad
Total	74,722	25,501	25,775	23,446	81,073	21,557	33,454	26,062
Pct. coverage	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Magazine-Television								
Magazine Imperative	24,166	12,159	8,411	3,597	26,177	10,269	11,417	4,491
Pct. coverage	32.3	47.7	32.6	15.3	32.3	47.6	34.1	17.2
Dual Audience	13,064	5,405	4,661	2,998	16,795	4,990	7,431	4,374
Pct. coverage	17.5	21.2	18.1	12.8	20.7	23.1	22.2	16.8
Television Imperative	25,185	5,061	8,463	11,661	25,719	4,134	9,907	11,679
Pct. coverage	33.7	19.8	32.8	49.7	31.7	19.2	29.6	44.8
Lightly Exposed	12,307	2,877	4,240	5,190	12,382	2,165	4,699	5,518
Pct. coverage	16.5	11.3	16.5	22.1	25.3	10.0	14.0	21.2
Magazine-Newspaper								
Magazine Imperative	25,786	11,188	9,882	4,716	31,192	10,565	13,551	7,077
Pct. coverage	34.5	43.9	38.3	20.1	38.5	49.0	40.5	27.2
Dual Audience	7,669	4,280	2,285	1,103	6,819	3,077	2,963	780
Pct. coverage	10.3	16.8	8.9	4.7	8.4	14.3	8.9	3.0
Newspaper Imperative	26,605	7,993	9,121	9,491	28,283	6,090	12,169	10,025
Pct. coverage	35.6	31.3	35.4	40.5	34.9	28.3	36.4	38.5
Lightly Exposed	14,662	2,040	4,487	8,135	14,478	1,825	4,772	8,181
Pct. coverage	19.6	8.0	17.4	34.7	18.2	8.5	14.3	31.4
Magazine-Radio								
Magazine Imperative	21,365	10,190	6,916	4,260	24,265	8,814	10,304	5,148
Pct. coverage	28.6	40.0	26.8	18.2	29.9	40.9	30.8	19.8
Dual Audience	15,409	7,009	5,724	2,676	18,407	6,244	8,442	3,722
Pct. coverage	20.6	27.5	22.2	11.4	22.7	29.0	25.2	14.3
Radio Imperative	24,213	5,765	9,096	9,353	25,365	4,745	10,274	10,347
Pct. coverage	32.4	22.6	35.3	39.9	31.3	22.0	30.7	39.7
Lightly Exposed	13,735	2,538	4,039	7,157	13,035	1,755	4,435	6,846
Pct. coverage	18.4	10.0	15.7	30.5	16.1	8.1	13.3	26.3

OCCUPATION

	Men (in thousands)							Women (in thousands)				
	U.S. total	Profes-sional	Mana-gerial	Clerical/ Sales	Crafts/ Foremen	Other empl	Not empl	U.S. total	Prof/ Mgrl	Clerical/ Sales	Other empl	Not empl
Total	74,722	9,410	8,348	6,918	12,541	19,579	17,927	81,073	9,410	15,875	12,358	42,711
Pct. coverage	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Magazine-Television												
Magazine Imperative	24,166	4,444	3,948	2,734	4,398	5,320	3,322	26,177	4,751	7,044	3,635	10,433
Pct. coverage	32.3	47.2	47.3	39.5	35.1	27.2	18.5	32.3	50.5	44.4	29.4	24.4
Dual Audience	13,064	1,990	1,527	1,566	1,900	3,069	3,012	16,795	2,094	3,530	2,470	8,599
Pct. coverage	17.5	21.1	18.3	22.6	15.2	15.7	16.8	20.7	22.3	22.2	20.0	20.1
Television Imperative	25,185	1,801	1,742	1,861	3,934	7,090	8,758	25,719	1,422	3,523	3,765	16,789
Pct. coverage	33.7	19.1	20.9	26.9	31.4	36.2	48.9	31.7	15.1	22.2	30.5	39.3
Lightly Exposed	12,307	1,175	1,131	757	2,310	4,100	2,834	12,382	1,143	1,778	2,488	6,890
Pct. coverage	16.5	12.5	13.5	10.9	18.4	20.9	15.8	15.3	12.1	11.2	20.1	16.1

OCCUPATION
CONTINUED

	Men (in thousands)							Women (in thousands)				
	U.S. total	Profes-sional	Mana-gerial	Clerical/ Sales	Crafts/ Foremen	Other empl	Not empl	U.S. total	Prof/ Mgrl	Clerical/ Sales	Other empl	Not empl
Magazine-Newspaper												
Magazine Imperative	25,786	4,068	3,269	2,672	4,942	6,307	4,528	31,192	4,642	7,681	4,652	13,847
Pct. coverage	34.5	43.2	39.2	38.6	39.4	32.2	25.3	38.5	49.3	48.4	37.6	32.4
Dual Audience	7,669	1,711	1,475	1,027	795	1,329	1,333	6,819	1,552	1,604	856	2,787
Pct. coverage	10.3	18.2	17.7	14.8	6.3	6.8	7.4	8.4	16.5	10.1	6.9	6.5
Newspaper Imperative	26,605	2,777	2,850	2,477	4,568	6,867	7,067	28,283	2,386	4,855	4,007	16,814
Pct. coverage	35.6	29.5	34.1	35.8	36.4	35.1	39.4	34.9	25.4	30.6	32.4	39.4
Lightly Exposed	14,662	854	754	743	2,236	5,075	4,999	14,778	829	1,736	2,844	9,263
Pct. coverage	19.6	9.1	9.0	10.7	17.8	25.9	27.9	18.2	8.8	10.9	23.0	21.7
Magazine-Radio												
Magazine Imperative	21,365	3,714	3,226	2,544	3,376	4,463	4,043	18,407	4,000	5,359	3,184	11,514
Pct. coverage	28.6	39.5	38.6	36.8	26.9	22.8	22.6	22.7	42.5	33.8	25.8	27.0
Dual Audience	15,409	2,580	2,262	1,744	2,514	3,609	2,700	18,407	2,678	4,611	2,841	8,031
Pct. coverage	20.6	27.4	27.1	25.2	20.0	18.4	15.1	22.7	28.5	29.0	23.0	18.8
Radio Imperative	24,213	1,988	1,840	1,813	4,576	7,466	6,530	25,365	1,819	4,428	4,337	14,621
Pct. coverage	32.4	21.1	22.0	26.2	36.5	38.1	36.4	31.3	19.3	27.9	35.1	34.2
Lightly Exposed	13,735	1,127	1,020	817	2,075	4,040	4,655	13,035	914	1,477	1,996	8,545
Pct. coverage	18.4	12.0	12.2	11.8	16.5	20.6	26.0	16.1	9.7	9.3	16.2	20.0

HOUSEHOLD INCOME

	Men (in thousands)						Women (in thousands)					
	U.S. total	$25,000 & over	$20,000 -24,999	$15,000 -19,999	$10,000 -14,999	Under $10,000	U.S. total	$25,000 & over	$20,000 -24,999	$15,000 -19,999	$10,000 -14,999	Under $10,000
Total	74,722	22,470	10,488	11,671	15,703	14,391	81,073	18,804	9,818	11,438	17,974	23,039
Pct. coverage	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Magazine-Television												
Magazine Imperative	24,166	10,378	4,017	3,636	3,823	2,313	26,177	8,880	3,989	4,018	4,987	4,303
Pct. coverage	32.3	46.2	38.3	31.2	24.3	16.1	32.3	47.2	40.6	35.1	27.7	18.7
Dual Audience	13,064	5,037	1,931	2,013	2,278	1,804	16,795	4,197	2,206	2,625	3,871	3,895
Pct. coverage	17.5	22.4	18.4	17.2	14.5	12.5	20.7	22.3	22.5	22.9	21.5	56.9
Television Imperative	25,185	4,393	2,849	3,600	6,824	7,520	25,719	3,493	2,539	3,173	6,253	10,262
Pct. coverage	33.7	19.6	27.2	30.8	43.5	52.3	31.7	18.6	25.9	27.7	34.8	44.5
Lightly Exposed	12,307	2,661	1,691	2,422	2,778	2,754	12,382	2,235	1,084	1,621	2,864	4,578
Pct. coverage	16.5	11.8	16.1	20.8	17.7	19.1	15.3	11.9	11.0	14.2	15.9	19.9
Magazine-Newspaper												
Magazine Imperative	25,786	9,377	4,308	4,107	4,452	3,543	31,192	8,321	4,327	4,993	6,599	6,952
Pct. coverage	34.5	41.7	41.1	35.2	28.4	24.6	38.5	44.3	44.1	43.7	36.7	30.2
Dual Audience	7,669	4,122	1,026	899	1,122	501	6,819	2,926	909	888	1,408	688
Pct. coverage	10.3	18.3	9.8	7.7	7.1	3.5	8.4	15.6	9.3	7.8	7.8	3.0
Newspaper Imperative	26,605	7,168	3,787	4,367	6,191	5,092	28,283	5,800	3,770	4,238	6,406	8,069
Pct. coverage	35.6	31.9	36.1	37.4	39.4	35.4	34.9	30.8	38.4	37.1	35.6	35.0
Lightly Exposed	14,662	1,803	1,368	2,298	3,938	5,254	14,778	1,758	812	1,318	3,561	7,329
Pct. coverage	19.6	8.0	13.0	19.7	25.1	36.5	18.2	9.3	8.3	11.5	19.8	31.8

HOUSEHOLD INCOME CONTINUED

	Men (in thousands)						Women (in thousands)					
	U.S. total	$25,000 & over	$20,000 -24,999	$15,000 -19,999	$10,000 -14,999	Under $10,000	U.S. total	$25,000 & over	$20,000 -24,999	$15,000 -19,999	$10,000 -14,999	Under $10,000
Magazine-Radio												
Magazine Imperative	21,365	8,887	3,528	2,794	3,546	2,610	24,265	6,973	3,713	3,709	4,927	4,942
Pct. coverage	23.6	39.6	33.6	23.9	22.6	18.1	29.9	37.1	37.8	32.4	27.4	21.5
Dual Audience	15,409	6,245	2,342	2,612	2,668	1,543	18,407	5,523	2,380	3,016	4,075	3,413
Pct. coverage	20.6	27.8	22.3	22.4	17.0	10.7	22.7	29.4	24.2	26.4	22.7	14.8
Radio Imperative	24,213	5,125	3,112	3,962	6,177	5,838	25,365	4,383	2,671	3,440	6,231	8,640
Pct. coverage	32.4	22.8	29.7	33.9	39.3	40.6	31.3	23.3	27.2	30.1	34.7	37.5
Lightly Exposed	13,735	2,213	1,506	2,304	3,312	4,400	13,035	1,926	1,053	1,272	2,741	6,043
Pct. coverage	18.4	9.8	14.4	19.7	21.1	30.6	16.1	10.2	10.7	11.1	15.2	26.2

SIZE OF HOUSEHOLD

	Men (in thousands)				Women (in thousands)			
	U.S. total	1-2 people	3-4 people	5 & over	U.S. total	1-2 people	3-4 people	5 & over
Total	74,722	31,276	29,498	13,947	81,073	36,846	30,345	13,882
Pct. coverage	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Magazine-Television								
Magazine Imperative	24,166	8,585	11,036	4,545	26,177	10,303	11,018	4,857
Pct. coverage	32.3	27.4	37.4	32.6	32.3	28.0	36.3	35.0
Dual Audience	13,064	5,231	5,336	2,497	16,795	6,955	6,712	3,128
Pct. coverage	17.5	16.7	18.1	17.9	20.7	18.9	22.1	22.5
Television Imperative	25,185	12,005	8,690	4,490	25,719	13,956	8,120	3,644
Pct. coverage	33.7	38.4	29.5	32.2	31.7	37.9	26.8	26.2
Lightly Exposed	12,307	5,455	4,436	2,415	12,382	5,632	4,496	2,253
Pct. coverage	16.5	17.4	15.0	17.3	15.3	15.3	14.8	16.2
Magazine-Newspaper								
Magazine Imperative	25,786	9,462	11,315	5,010	31,192	12,901	12,628	5,664
Pct. coverage	34.5	30.3	38.4	35.9	38.5	35.0	41.6	40.8
Dual Audience	7,669	2,861	3,367	1,441	6,819	2,389	3,041	1,389
Pct. coverage	10.3	9.1	11.4	10.3	8.4	6.5	10.0	10.0
Newspaper Imperative	26,605	11,839	9,781	4,985	28,283	14,085	9,999	4,199
Pct. coverage	35.6	37.9	33.2	35.7	34.9	38.2	33.0	30.2
Lightly Exposed	14,662	7,115	5,035	2,511	14,778	7,472	4,677	2,630
Pct. coverage	19.6	22.7	17.1	18.0	18.2	20.3	15.4	18.9
Magazine-Radio								
Magazine Imperative	21,365	8,360	8,968	4,037	24,265	10,103	9,889	4,273
Pct. coverage	28.6	26.7	30.4	28.9	29.9	27.4	32.6	30.8
Dual Audience	15,409	5,481	6,869	3,059	18,407	7,366	7,376	3,665
Pct. coverage	20.6	17.5	23.3	21.9	22.7	20.0	24.3	26.4
Radio Imperative	24,213	10,806	9,298	4,110	25,365	12,514	8,903	3,948
Pct. coverage	32.4	34.6	31.5	29.5	31.3	34.0	29.3	28.4
Lightly Exposed	13,735	6,630	4,363	2,742	13,035	6,863	4,177	1,996
Pct. coverage	18.4	21.2	14.8	19.7	16.1	18.6	13.8	14.4

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ANTHR STA?
A=NO B=YES
   NO
HH'S/PRNS?
   1024700.
WGHT?
      0.95
SCD? 1=DAY 2=ER-EVE
     3=NGT 4=LT-EVE
        3.
STA'S RTG?
       12.
SPTS P/WK?
       10.
COST P/WK?
     5000.
THX 1 MOMENT, TELMAR
RCH=
   725488.
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4 WKS
RCH=
   885341.
A/FR=
     5.56
%MKT=
    86.40
G/IM=
  4918560.
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      22.59
CPMI=
       4.07
 END
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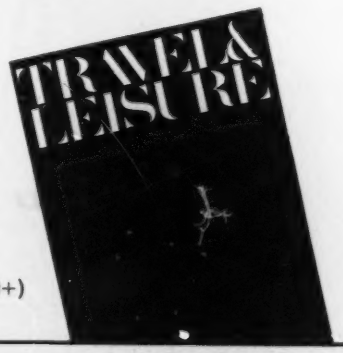

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*Monroe Mendelsohn 1979 Survey of Affluent Adults (Household income $50,000+)
**Spring 1980 M.R.I.

SECTION 2

MAGAZINE DIRECTORY

The section that follows contains, in convenient alphabetical format, names, addresses and phone numbers for over 1,000 consumer magazines, networks, groups and corporate buys in the U.S. and Canada which answered the Encyclomedia questionnaire. Each listing also includes company name, publisher's name and name of ad director. At the bottom of each listing, in bold type, are the editorial categories selected by the magazine. Vital statistics for each publication or group buy can be found by turning to the editorial categories, which are arranged alphabetically in Section 3.

Magazines that began publishing in 1980 are noted by their first issue dates in parentheses next to their titles.

Page 24—U.S. publications.
Page 60—Canadian publications.

MAGAZINE DIRECTORY

A

AAA TOURBOOKS (24 TITLES)
American Automobile Assn.
8111 Gatehouse Rd.
Falls Church, VA 22047
(703) 222-6172
Kenneth R. Roberts, adv. dir.
Travel

AAA WISCONSIN TRAVELER
American Auto Assn.
5600 W Fond du Lac Ave.
Milwaukee, WI 53218
(414) 464-1550
Marvin H. Rusch, adv. dir.
Automotive; Political/Social issues; Travel

ACC BASKETBALL HANDBOOK
UMI Publications, Inc.
PO Box 30036
Charlotte, NC 28230
(704) 374-0420
Ivan Mothershead, pub./adv. dir.
College; Men's interests; Sports

A.D.
A.D. Publications, Inc.
441 Lexington Ave., Ste. 809
New York, NY 10017
(212) 697-1075
Roy A. Lord, pub.
Arthur W. Van Dyke, adv. dir.
News; Religion

ADIRONDACK LIFE
Adirondack Life Magazine
310 Midtown Plaza
Syracuse, NY 13210
(315) 472-7703
Norman Poltenson, pub.
Mel Katz, adv. dir.
Camping/Outdoor living; Lifestyle; Travel

ADMINISTRATIVE MANAGEMENT
Geyer-McAllister Publications, Inc.
51 Madison Ave.
New York, NY 11372
(212) 689-4411
Gerard P. McGowan, pub. mgr.
Business; Computers/Science/Technology; Electronics

ADVENTURE TRAVEL
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-7903
Saul Stone, pub. dir.
Camping/Outdoor living; Travel

THE ADVOCATE
Liberation Publications, Inc.
1730 S Amphlett, Ste. 225
San Mateo, CA 94402
(415) 573-7100
Peter G. Frisch, pub./adv. dir.
Entertainment; Lifestyle; Political/Social issues

AFL-CIO MILWAUKEE LABOR PRESS
Milwaukee County Labor Council
633 S Hawley Rd.
Milwaukee, WI 53214
(414) 771-7070
F.J. Friedrick, adv. dir.
Fraternal/Labor/Civic; General editorial; Political/Social issues

AFTER DARK
1180 Ave. of the Americas
New York, NY 10036
(212) 921-9300
Roslyne Paige Stern, pub.
Christopher Huizenga, adv. dir.
Entertainment

AIR CALIFORNIA MAGAZINE
McFadden Publishing Inc.
1465 S Coast Hwy.
Laguna Beach, CA 92651
(714) 497-1727
Michael McFadden, pub.
Michelle Moore, adv. dir.
City/State/Regional; Inflight

AIR FORCE TIMES
Army Times Publishing Co.
475 School St., SW
Washington, DC 20024
(202) 554-7239
Joseph G. Varga, adv. dir.
Military

AIR GROUP ONE (6 TITLES)
Air Group One
488 Madison Ave.
New York, NY 10022
(212) 826-9466
Hank Thunhorst, adv. dir.
Automotive; Business; Inflight

AKRON BEACON JOURNAL'S BEACON MAGAZINE
Akron Beacon Journal
44 E Exchange St.
Akron, OH 44328
(216) 375-8571
James K. Farrell, adv. dir.
City/State/Regional; General editorial; Newspaper distributed magazines

ALASKA MAGAZINE
Alaska Northwest Publishing Co.
Box 4-EEE
Anchorage, AK 99509
(907) 274-0521, WA (206) 774-4111
Robert A. Henning, pub.
David L. Abbott (WA), adv. dir.
Camping/Outdoor living; Lifestyle; Travel

ALL IN STYLE
East/West Network
34 E 51 St.
New York, NY 10022
(212) 888-5900
Jeffrey S. Butler, pub.
Howard Garey, assoc. pub.
Beauty/Fashion; Entertainment; Lifestyle

ALOHA, THE MAGAZINE OF HAWAII
Coral-Davick Publishing Co.
828 Fert St., Ste. 640
Honolulu, HI 96813
(808) 523-9871
Dwight Gick, pub.
Rick Davis, adv. dir.
City/State/Regional; Entertainment; General editorial

AMATEUR RADIO TODAY
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Joel Davis, pub.
Julian S. Martin, adv. dir.
Electronics

AMERICA
America Press, Inc.
106 W 56 St.
New York, NY 10019
(212) 581-4640
Joseph A. O'Hare, pub.
Paul Mahowald, adv. dir.
General editorial; Political/Social issues

AMERICAN AGRICULTURIST
American Agriculturist, Inc.
PO Box 369
Ithaca, NY 14850
(607) 273-3507
Albert Hoefer, Jr., pub.
Del Hall, adv. dir.
Farm; Rural living

AMERICAN BABY
American Baby, Inc.
575 Lexington Ave.
New York, NY 10022
(212) 752-0775
Alan Goldberg, pub.
Mark Levine, adv. dir.
Beauty/Fashion; Health; Home/Family relations

AMERICAN BANKER
American Banker, Inc.
525 W 42 St.
New York, NY 10036
(212) 563-1900
Derick Otis Steinmann, chmn.
Edmund Burke, adv. dir.
Business

AMERICAN BUSINESS
Avant-Garde Media, Inc.
1775 Broadway
New York, NY 10019
(212) 581-2000, (800) 223-9800
Bill Levine, adv. dir.
Business; General editorial; Men's interests

AMERICAN COWBOY (HOOF AND HORN)
Hoof and Horn Publishing
PO Box 311
Walsenburg CO 81089
(303) 738-1803
Walt Searle, pub.
L.D. Searle, adv. dir.
Farm; Horses; Sports

AMERICAN FILM
The American Film Institute
John F. Kennedy Center for the Performing Arts
Washington, DC 20566
(202) 828-4050
Ted Herbers, pub.
Daniel Ambrose, adv. dir.
Entertainment; General editorial; Political/Social issues

THE AMERICAN HANDGUNNER
Publishers' Development Corp.
591 Camino de la Reina
San Diego, CA 92105
(714) 297-8520
George E. von Rosen, pub.
Don Miller, adv. sales mgr.
Men's interests; Sports

AMERICAN HISTORY ILLUSTRATED
Historical Times Magazine
PO Box 1831
Harrisburg, PA 17105
(717) 255-7706
Meade Detweiler, pub.
Vaughn E. Clark, adv. dir.
Military

AMERICAN HORTICULTURIST
American Horticultural Society
Mt. Vernon, VA 22121
(703) 768-5700, NY (212) 751-2960
Judy Powell, pub.
C. Lynn Coy, adv. dir.
Decorating/Gardening

THE AMERICAN HUNTER
National Rifle Assn. of America
1600 Rhode Island Ave., NW
Washington, DC 20036
(202) 828-6226
David Crosby, adv. dir.
Camping/Outdoor living; Crafts/Hobbies; Men's interests

AMERICAN LEGION MAGAZINE
The American Legion
700 N Pennsylvania St.
Indianapolis, IN 46206
(317) 635-8411
Bertram G. Davis, pub.
Bernice Holbrook, adv. dir.
General editorial; Men's interests; Military

AMERICAN MOTORCYCLIST
American Motorcyclist Assn.
PO Box 141
Westerville, OH 43081
(614) 891-2425
Dave Despain, pub.
Robert L. Lenk, adv. dir.
Automotive; Political/Social issues

AMERICAN PHOTOGRAPHER
CBS Publications
1515 Broadway
New York, NY 10036
(212) 975-7911
Gary Fisher, pub.
Carol Smith, adv. dir.
Lifestyle; Men's interests; Photography

THE AMERICAN RIFLEMAN
National Rifle Assn.of America
1600 Rhode Island Ave., NW
Washington, DC 20036
(202) 828-6226
David Crosby, adv. dir.
Camping/Outdoor living; Crafts/Hobbies; Men's interests

AMERICAN WAY
American Airlines, Inc.
488 Madison Ave.
New York, NY 10022
(212) 826-9453
Walter A. Darntoft, editor
Henry Thunhorst, adv. dir.
General editorial; Inflight

AMERICANA
Americana, Inc.
475 Park Ave. S
New York, NY 10036
(212) 686-6810
Jack Armstrong, pub.
Art Johnson, adv. dir.
Art/Antiques; Decorating/Gardening; General editorial

AMPERSAND
Alan Weston Communications, Inc.
1680 N Vine St., Ste. 201
Hollywood, CA 90028
(213) 462-7175
Durand Achee, pub.
Jeffrey Dickey, adv. dir.
College; Entertainment; Lifestyle

ANTIQUE MONTHLY
Boone, Inc.
P.O. Drawer 2
Tuscaloosa, AL 35402
(205) 345-0272
Gray D. Boone, pub.
Dennis Stanard, adv. dir.
Becky Embrey, adv. sls. mgr.
Art/Antiques

THE ANTIQUES JOURNAL
Babka Publishing Co.
PO Box 1046
Dubuque, IA 52001
(319) 556-2536
E. A. Babka, pub.
Michael Wong, adv. dir.
Art/Antiques

ANTIQUES WORLD
Antiques News Assoc.
122 E 42 St.
New York, NY 10168
(212) 599-6060
Milton Esterow, pub.
Joan Jacobs, adv. dir.
Art/Antiques

AOPA PILOT
Aircraft Owners & Pilots Assn.
7315 Wisconsin Ave.
Washington, DC 20014
(301) 654-0500
John Baker, pub.
John Gorsuch, adv. dir.
Flying

APARTMENT LIFE
Meredith Corporation
Locust at 17 St.
Des Moines, IA 50336
(515) 284-9011, NY (212) 557-6536
Harry Myers, pub.
Bob Phelps, (NY) adv. dir.
Decorating/Gardening; Home/Family relations

APPALOOSA NEWS
Appaloosa Horse Club
PO Box 8403, Moscow-Pullman Hwy.
Moscow, ID 83843
(208) 882-5578
Don Walker, pub.
Dianne Walker, adv. dir.
Horses

ARCHITECTURAL DIGEST
Knapp Communications
5900 Wilshire Blvd.
Los Angeles, CA 90036
(213) 937-4740
John L. Decker, pub.
Robert V. Brown, adv. dir.
Art/Antiques; Decorating/Gardening

ARKANSAS TIMES
AK Writers Project
500 E Markham, Ste. 110C
Little Rock, AR 72201
(501) 375-2985
Alan Leveritt, pub.
Keith Weinstein, adv. dir.
Camping/Outdoor living; City/State/Regional; Entertainment

ARMY TIMES
Army Times Publishing Co.
475 School St., SW
Washington, DC 20024
(202) 554-7239
Joseph G. Varga, adv. dir.
Military

ARMY TIMES MILITARY GROUP (3 TITLES)
Army Times Publishing Co.
475 School St., SW
Washington, DC 20024
(202) 554-7239
Joseph G. Varga, adv. dir.
Military

ART & ANTIQUES
Billboard Publications
1515 Broadway
New York, NY 10036
(212) 764-7300
Jane S. Breschard, assoc. pub.
Don Zanone, adv. mgr.
Art/Antiques

ART IN AMERICA
Whitney Communications Corp.
850 Third Ave.
New York, NY 10022
(212) 593-2100
Paul Shanley, pub.
Susan B. Anthony, adv. dir.
Art/Antiques

ART/WORLD
Art Reviews, Inc.
1295 Madison Ave.
New York, NY 10028
(212) 427-2897
Bruce Duff Hooton, pub.
Cordelia Crane, adv. dir.
Art/Antiques

ARTNEWS
Artnews Assoc.
122 E 42 St.
New York, NY 10017
(212) 599-6060
Milton Esterow, pub.
Carol Saper, adv. dir.
Art/Antiques

ARTS & LEISURE CHICAGO NETWORK (2 TITLES)
The Hagen Group
6 N Michigan Ave., Ste. 1400
Chicago, IL 60602
(312) 782-8935
Ronald Hagen, pub.
Sue Wolk, adv. dir.
Entertainment

ARTS & LEISURE LOS ANGELES NETWORK (2 TITLES)
The Hagen Group
950 Battery St.
San Francisco, CA 94111
(415) 956-6262
Ronald Hagen, pub.
Sue Wolk, adv. dir.
Entertainment

ARTS & LEISURE SAN FRANCISCO NETWORK (4 TITLES)
The Hagen Group
950 Battery St.
San Francisco, CA 94111
(415) 956-6262
Ronald Hagen, pub.
Sue Wolk, adv. dir.
Entertainment

THE ASIA MAIL
Potomac-Asia Comm.
717 N St. Asaph St.
Alexandria, VA 22314
(703) 548-2881
Edward Neilan, pub.
Peter A. Steinhauser, adv. dir.
Art/Antiques; Entertainment; Political/Social issues

ASTRONOMY
Astro Media Corp.
411 E Mason St.
Milwaukee, WI 53202
(414) 276-2689
Robert A. Maas, pres.
Robert Small, adv. dir.
Computers/Science/Technology; Crafts/Hobbies

ATHLETIC JOURNAL
Athletic Journal Publishing Co.
1719 Howard St.
Evanston, IL 60202
(312) 328-8545
John L. Griffith, pub./adv. dir.
Sports

ATLANTA BUSINESS CHRONICLE
1750 Century Circle
Atlanta, GA 30345
(404) 325-2442
Bob Gray, pub.
Ronald K. Hill, mktg. dir.
Business; City/State/Regional

ATLANTA MAGAZINE
Communication Channels, Inc.
6285 Barfield Rd.
Atlanta, GA 30328
(404) 256-9800
Joseph Shore, pub.
Rick Gower, adv. dir.
Beauty/Fashion; City/State/Regional; Lifestyle

ATLANTA WEEKLY (4/80)
The Atlanta Journal and Constitution
72 Marietta Street, NW
Atlanta, GA 30303
(404) 572-5222
Jack Tarver, pub.
Ferguson E. Rood, adv. dir.
William O. Camp, mag. adv. mgr.
Caroline John, dir. mktg./rsch.
General editorial; Lifestyle; Newspaper distributed magazines

ATLANTIC CITY MAGAZINE
Menus International, Inc.
1637 Atlantic Ave.
Atlantic City, NJ 08401
(609) 348-6886
Frances F. Freedman, pub.
Charles Loundsberry, adv. dir.
City/State/Regional; Entertainment

THE ATLANTIC MONTHLY
The Atlantic Monthly Co.
8 Arlington St.
Boston, MA 02116
(617) 536-9500, NY (212) 687-2424
Garth Hite, pub.
G. Thomas Grenier, (NY) adv. dir.
General editorial

ATTENZIONE
Paulucci Publications, Inc.
10 E 49 St.
New York, NY 10017
(212) 753-2910
Leda Giovannetti Sanford, pub.
Ethnic; General editorial

AUDIO
CBS Publications
1515 Broadway
New York, NY 10036
(212) 975-7247
Jay Butler, pub./adv. dir.
Electronics; Entertainment

AUDUBON
National Audubon Society
950 Third Ave.
New York, NY 10022
(212) 546-9181
Russell W. Peterson, pub.
Carmine Branagan, adv. dir.
Camping/Outdoor living; Photography; Political/Social issues

AUTO RACING DIGEST
Century Publishing Co.
1020 Church St.
Evanston, IL 60201
(312) 491-6640
Norman Jacobs, pres.
Automotive; Sports

AUTOWEEK
Crain Communication, Inc.
965 E Jefferson Ave.
Detroit, MI 48207
(313) 567-9520
Keith Crain, pub.
Timothy D. Hartge, adv. dir.
Automotive

AVENUE M
920 N Michigan Ave.
Chicago, IL 60611
(312) 787-9415
Art Desmond, pub./adv. dir.
Beauty/Fashion; City/State/Regional; Entertainment

AVENUE MAGAZINE
Avenue Magazine, Inc.
30 E 60 St.
New York, NY 10022
(212) 758-9517
Judith Price, pub.
General editorial

AVIATION
Data Publications
12 Old Rte. 7
Brookfield, CT 06804
(203) 792-5800
Robert S. Dorr, pub.
Sharon K. Simmons, adv. dir.
Flying; General editorial; Men's interests

AZURE SEAS (EASTERN STEAMSHIP LINES) (1981)
TL Enterprises
29901 Agoura Rd.
Agoura, CA 91301
(213) 991-4980
Denis Rouse, pub.
Lee Berger, adv. dir.
Travel

B

BABY TALK
Blessings Corp.
185 Madison Ave.
New York, NY 10016
(212) 679-4400
Mary Hart, pub./adv. dir.
Home/Family relations; Women's interests

BACK HOME IN KENTUCKY
Cockrel Corp.
Rt. 9, Box 79EE
Bowling Green, KY 42101
(502) 781-2249
Col. Clement Cockrel, pub.
T. Jefferson Wright, adv. dir.
City/State/Regional

BACKPACKER INCLUDING WILDERNESS CAMPING
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3473
Saul Stone, pub.
Jay Whalen, adv. dir.
Camping/Outdoor living; Sports

BALLET NEWS
Metropolitan Opera Guild, Inc.
1865 Broadway
New York, NY 10023
(212) 582-7500
C. J. Luten, adv. dir.
Entertainment

BALTIMORE MAGAZINE
Baltimore Magazine, Inc.
131 E Redwood St., Ste. 500
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Philip Merrill, pub.
Robert Cecil, adv. dir.
Beauty/Fashion; Decorating/Gardening; Entertainment

BALTIMORE SUN MAGAZINE
A.S. Abell Co.
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Donald H. Patterson, pub.
Robert E. Trainor, adv. dir.
Newspaper distributed magazines

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BAM Publications, Inc.
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Joe Amadeo, adv. dir.
City/State/Regional; Electronics; Entertainment

BARBARA CARTLAND'S WORLD OF ROMANCE (12/79)
Dolmatch Publications, Inc.
57 W 57 St.
New York, NY 10019
(212) 753-8188
Theodore B. Dolmatch, pub.
Romance/Fan; Women's interests

BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY
Dow Jones & Co.
420 Lexington Ave.
New York, NY 10170
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Bernard T. Flanagan, pub./adv. dir.
Business; News

BASEBALL DIGEST
Century Publishing Co.
1020 Church St.
Evanston, IL 60201
(312) 491-6440
Norman Jacobs, pub./adv. dir.
Sports

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Norman Jacobs, pres.
Sports

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Bay Views Magazine, Inc.
124 Paul Dr.
San Rafael, CA 94903
(415) 472-3220
Robert L. Kays, pub.
John Chute, adv. dir.
City/State/Regional; General editorial; Lifestyle

BEAUTY DIGEST
Mass Media Assoc.
160 Fifth Ave.
New York, NY 10010
(212) 255-0440
Michael Minick, pub./adv. dir.
Beauty/Fashion; Health; Women's interests

BEST WESTERN ROAD ATLAS & TRAVEL GUIDE
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R. R. Donnelly, pub.
Travel

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J. Wesley Silk, pub./adv. sales dir.
Len Stuart (NY), assoc. adv. sales dir.
Home/Family relations

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Jerry Kaplan(NY), adv. dir.
Food/Home entertainment

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Stephen Wike, adv. dir.
Entertainment; Religion

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Sandford T. Beldon, adv. dir.
Camping/Outdoor living; Men's interests; Sports

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Fred Pope, adv. dir.
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Raymond H. Keitz, III, pub.
Ron Touchstone, adv. dir.
College; Sports

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World of Communications, Inc.
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Sepulveda, CA 91343
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Brian Clark, adv. dir.
City/State/Regional; Entertainment; Lifestyle

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Birmingham, AL 35203
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Don Newton, pub.
Braxton Winfrey, adv. dir.
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The Black Collegiate Services, Inc.
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G. J. Watson, Sr., adv. dir.
College; Youth

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Earl G. Graves Ltd.
295 Madison Ave.
New York, NY 10017
(212) 889-8220
Earl G. Graves, pub.
James Moss, adv. dir.
Business; Travel

BLAIR & KETCHUM'S COUNTRY JOURNAL
Country Journal Publishing
205 Main St.
Brattleboro, VT 05301
(802) 257-1321
William S. Blair, pub.
Steve Lembke, adv. dir.
Decorating/Gardening; General editorial; Home/Family relations

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New York, NY 10016
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Alexander Armentrout, adv. dir.
Boating; Men's interests; Sports

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New York, NY 10016
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Jeffrey Hammond, pub.
Sam Huey, adv. dir.
Boating; Men's interests; Sports

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Severna Park, MD 21146
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Alan K. Geis, adv. dir.
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Bon Appetit Publishing Corp.
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Los Angeles, CA 90036
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Walter Reichart, adv. dir.
Food/Home entertainment

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730 Fifth Ave.
New York, NY 10019
(212) 397-1247
Donald Kamens, adv. dir.
Entertainment; General editorial; News

BOSTON MAGAZINE
Municipal Publications, Inc.
1050 Park Sq. Bldg.
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James P. Kuhn, Jr., assoc. pub.
City/State/Regional

BOSTON BRUINS OFFICIAL PROGRAM MAGAZINE
Professional Sports Publications
600 Third Ave.
New York, NY 10016
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Andrew Goodman, pub.
Barry N. Gottlieb, adv. dir.
Entertainment; Men's interests; Sports

THE BOSTON GLOBE MAGAZINE
Globe Newspaper Co.
135 Morrissey Blvd.
Boston, MA 02107
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Wm. O. Taylor, pub.
Millard G. Owen, adv. dir.
City/State/Regional; General editorial; Newspaper distributed magazines

BOSTON HERALD AMERICAN'S THE MAGAZINE
Boston Herald American
300 Harrison Ave.
Boston, MA 02106
(617) 426-3000
James T. Doriss, pub.
Robert E. Lange, adv. dir.
City/State/Regional; General editorial; Newspaper distributed magazines

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Gallant Publishing Co., Inc.
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Capistrano Beach, CA 92624
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Jack Lewis, pub.
Bob Arsenault, adv. dir.
Camping/Outdoor living; Crafts/Hobbies; Sports

BOWHUNTER
Blue-J, Inc.
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Ft. Wayne, IN 46807
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Donald L. Clark, adv. dir.
Camping/Outdoor living; Men's interests; Sports

BOYS' LIFE
Boy Scouts of America
271 Madison Ave.
New York, NY 10016
(212) 532-0985
Warren Erhardt, pub.
Robert L. Goldsmith, adv. dir.
Camping/Outdoor living; Sports; Youth

BRANIFF'S FLYING COLORS
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Seymour Gerber, pub.
Pam Winter, adv. dir.
General editorial; Men's interests; Travel

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Conde Nast Publications, Inc.
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New York, NY 10017
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William F. Bondlow, Jr., pub.
John E. Hickey, adv. dir.
Bridal; Women's interests

BRITISH HERITAGE
Historical Times, Inc.
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Robert H. Fowler, pub.
Vaughn E. Clark, adv. dir.
Art/Antiques; Lifestyle

BROWARD LIFE
Brenda Publishing Co.
3081 E Commercial Blvd.
Fort Lauderdale, FL 33308
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Joanne Myers, pub.
Michael L. Hafer, adv. dir.
City/State/Regional; Entertainment

BROWN'S GUIDE TO GEORGIA
Brown's Guide to Georgia
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College Park, GA 30337
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Alfred W. Brown, pub.
Betty Matthews, adv. dir.
City/State/Regional; Lifestyle

BUDGET ELECTRONICS
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New York, NY 10017
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Joel Davis, pub.
Julian S. Martin, adv. dir.
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BUFFALO SPREE
Spree Publishing Co., Inc.
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Richard G. Shotell, pub.
Johanna V. Shotell, editor
Beauty/Fashion; City/State/Regional; Entertainment

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O. R. Davis, adv. dir.
Business; News

BYTE THE SMALL SYSTEMS JOURNAL
BYTE Publications
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Virginia Londoner, pub.
Thomas Harvey, adv. dir.
Computers/Science/Technology; Electronics

C

CALIFORNIA BUSINESS
California Business News, Inc.
6420 Wilshire Blvd., Ste. 711
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Hershel D. Sinay, pub.
Camille Greer, adv. dir.
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CALIFORNIA FARMER
California Farmer Publishing Co.
83 Stevenson St.
San Francisco, CA 94105
(415) 495-3340
Jack T. Pickett, pub.
Dennis S. Duncan, adv. sales mgr.
Farm

CALIFORNIA TODAY
San Jose Mercury-News
750 Ridder Park Dr.
San Jose, CA 95190
(408) 289-5000
P. A. Ridder, pub.
R. C. Williamson, adv. dir.
City/State/Regional; General editorial; Newspaper distributed magazines

CAMEO (7/80)
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New York, NY 10020
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Joyce K. Fuchs, adv. dir.
Romance/Fan; Women's interests

CAMERA ARTS
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One Park Ave.
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Gerald Sweeney, adv. dir.
Photography

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Photography

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Clifford P. Tallman, adv. dir.
Automotive; Business; Home/Family relations

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Rose Young, adv. dir.
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Owen Deutsch, adv. dir.
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Action Sport Scene Publishing, Inc.
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Brenda Osborne, adv. dir.
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Political/Social issues; Religion

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Fenwick D. Loomer, pub.
Phil March, adv. dir.
General editorial; Religion; Women's interests

CHRISTIAN LIFE
Christian Life, Inc.
396 E St. Charles Rd.
Wheaton, IL 60187
(312) 653-4200
Robert Walker, pub.
Gordon Molsen, adv. dir.
Home/Family relations; Religion

THE CHRISTIAN SCIENCE MONITOR
The Christian Science Publishing Society
One Norway St.
Boston, MA 02115
(617) 262-2300
Clayton C. Westland, adv. dir.
General editorial; News

CHRISTIANITY TODAY
Christianity Today, Inc.
465 Gundersen Dr.
Carol Stream, IL 60187
(312) 260-6200
Harold Myra, pub.
Roy Coffman, adv. dir.
Religion

THE CHRONICLE OF HIGHER EDUCATION
The Chronicle of Higher Education, Inc.
1333 New Hampshire Ave., NW
Washington, DC 20036
(202) 828-3500
John A. Crowl, pub.
Robinette Ross, adv. dir.
College

THE CHURCH HERALD
The Church Herald, Inc.
1324 Lake Dr., SE
Grand Rapids, MI 49506
(616) 458-5156
Mark Bruggom, adv. dir.
Religion

CINCINNATI MAGAZINE
120 W Fifth St.
Cincinnati, OH 45202
(513) 579-3123
Laura Pulfer, pub.
Steven Cooper, adv. dir.
City/State/Regional; Entertainment

CIVIL WAR TIMES ILLUSTRATED
Historical Times, Inc.
PO Box 1831
Harrisburg, PA 17105
(717) 255-7707
Leroy E. Smith, pub.
Vaughn E. Clark, adv. dir.
Military

CLEVELAND MAGAZINE
Cleveland Magazine Co.
1621 Euclid Ave.
Cleveland, OH 44115
(216) 771-2833
Lute Harmon, pub.
Peggy Garson, adv. dir.
City/State/Regional; Entertainment; General editorial

CLEVELAND PLAIN DEALER'S SUNDAY MAGAZINE
Plain Dealer Publishing Co.
1801 Superior Ave.
Cleveland, OH 44114
(216) 344-4500
Neill Van Deventer, gen. adv. mgr.
General editorial; News; Newspaper distributed magazines

CLUB LIVING
Club Living Magazine, Inc.
250 Station Plaza
Hartsdale, NY 10530
(914) 472-9191, NY (212) 298-1503
Diana D. H. Lyons, pub.
Lifestyle; Men's interests; Society

CO-ED
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212) 944-7700
W. Page Thompson, assoc. pub./adv. dir.
Crafts/Hobbies; Home/Family relations; Youth

COIN PRICES
Krause Publications
700 E State St.
Iola, WI 54945
(715) 445-2214
Clifford Mishler, pub.
Joe Jones, adv. dir.
Art/Antiques; Crafts/Hobbies

COIN WORLD
Amos Press, Inc.
911 Vandemark Rd.
Sidney, OH 45367
(513) 498-2111
John Amos, pub.
Thomas Ehler, adv. dir.
Crafts/Hobbies

COINS MAGAZINE
Krause Publications
700 E State St.
Iola, WI 54945
(715) 445-2214
Clifford Mishler, pub.
Joe Jones, adv. dir.
Art/Antiques; Crafts/Hobbies

THE COLLEGE GAME
Spencer Marketing Services
370 Lexington Ave.
New York, NY 10017
(212) 679-1060
Warren A. Carpenter, adv. dir.
College; Sports

COLONIAL HOMES
Hearst Magazines
717 Fifth Ave.
New York, NY 10022
(212) 935-2734
Russell S. Jackson, pub.
Carl J. Portale, adv. dir.
Decorating/Gardening; Food/Home entertainment; Lifestyle

COLORADO MAPS, CAMPING & FUN THINGS TO DO DIRECTORY
HCP Associates
5101 Pennsylvania Ave.
Boulder, CO 80303
(303) 499-9343
Hilton C. Fitt-Peaster, pub./adv. dir.
Automotive; Camping/Outdoor living

COLORADO RANCHER & FARMER
Nebraska Farmer Co.
2765 S Colorado Blvd., Ste. 102
Denver, CO 80222
(303) 756-1526
Jim Austin, pub./adv. dir.
Farm; Rural living

COLUMBIA JOURNALISM REVIEW
Columbia University
700 Journalism Bldg.
New York, NY 10027
(212) 280-2716
Edward W. Barrett, pub.
David Brooks, adv. dir.
General editorial; News; Political/Social issues

COLUMBUS MONTHLY
Columbus Monthly Publishing Corp.
171 E Livingston Ave.
Columbus, OH 43215
(614) 464-4567
Max S. Brown, pub./adv. dir.
City/State/Regional

COMMENTARY
American Jewish Committee
165 E 56 St.
New York, NY 10022
(212) 751-4000
Norman Podhoretz, pub.
Bruce Lodi, adv. dir.
General editorial; Political/Social issues

COMMONWEALTH, THE MAGAZINE OF VIRGINIA
Jordan & Co. Publishers Inc.
P.O. Box 814
Virginia Beach, VA 23451
(804) 422-5426
Rick Schoew, adv. dir.
City/State/Regional

COMMUNICATIONS WORLD
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Joel Davis, pub.
Julian S. Martin, adv. dir.
Electronics

COMPUTER READOUT (12/80)
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Joel Davis, pub.
Julian S. Martin, adv. dir.
Computers/Science/Technology

CONDÉ NAST PACKAGE (6 TITLES)
The Condé Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212) 880-8329
Neil Jacobs, sls. dir.
Beauty/Fashion; Home/Family relations; Women's interests

CONNECTICUT MAGAZINE
Connecticut Circle, Inc.
636 Kings Hwy.
Fairfield, CT 06430
(203) 576-8978
Harlow C. Ide, Jr., pub.
Leigh Doorly, adv. dir.
City/State/Regional; Lifestyle; Political/Social issues

CONSUMER LIFE
Unity Buying Service Co., Inc.
1999 Shepard Rd.
St. Paul, MN 55116
(612) 647-7238
Peter Muzzy, pub.
Gene Andersen, adv. dir.
General editorial; Home/Family relations; Lifestyle

CONTEMPORARY KEYBOARD
GPI Publications
20605 Lazaneo
Cupertino, CA 95014
(408) 446-1105
Jim Crockett, pub.
Ron Taff, adv. dir.
Electronics; Entertainment

CONTINENTAL EXTRA
East/West Network
34 E 51 St.
New York, NY 10022
(212) 888-5900
Jeffery S. Butler, pub.
John F. Dunn, adv. dir.
Flying; Inflight

COOKBOOK DIGEST
RPC Publications Corp.
Waldorf Towers, 100 E 50 St.
New York, NY 10022
(212) 755-6789
Rosalind Cole, pub.
Food/Home entertainment; Home/Family relations; Women's interests

COSMOPOLITAN
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212) 262-5700
Louis E. Porterfield, pub.
William T. Hunt, adv. dir.
Beauty/Fashion; General editorial; Women's interests

COSMOPOLITAN LIVING
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212) 262-6802, 262-7456
Robert B. Rose, adv. dir.
Women's interests

COSMOPOLITAN'S BEAUTY GUIDE
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212) 262-6802, 262-7456
Robert B. Rose, adv. dir.
Beauty/Fashion; Health; Women's interests

COSMOPOLITAN'S SUPER DIET & EXERCISE GUIDE
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212) 262-6802, 262-7456
Robert B. Rose, adv. dir.
Beauty/Fashion; Health; Women's interests

COUNTRY GENTLEMAN
Curtis Publishing Co.
1100 Waterway Blvd.
Indianapolis, IN 46202
(317) 634-1100
Dr. Cory Ser Vaas, pub.
Roger Barnett, pres.
Home/Family relations; Men's interests; Rural living

COUNTY LIFE
Lifestyle Publications, Inc.
9 W Main St.
Ephrata, PA 17522
(717) 738-2438
D. Patrick Hornberger, pub.
City/State/Regional

CRAFTS
PJS Publications
News Plaza, PO Box 1790
Peoria, IL 61656
(309) 682-6626
Jerry Constantino, pub.
Art Setterlund, adv. dir.
Crafts/Hobbies

CRAFTS 'N THINGS
Clapper Publishing Co., Inc.
14 Main St.
Park Ridge, IL 60068
(312) 825-2161
Lyle N. Clapper, pub.
Irene Zimmer, adv. dir.
Crafts/Hobbies; Decorating/Gardening

CRAIN'S CHICAGO BUSINESS
Crain Communications, Inc.
740 N Rush St.
Chicago, IL 60611
(312) 649-5370
Joe Cappo, pub.
Dane Hahn, adv. dir.
Business

CREATIVE COMPUTING
PO Box 789-M
Morristown, NJ 07960
(201) 540-0445
David H. Ahl, pub.
Reneé Christman, adv. dir.
Computers/Science/Technology; Electronics

CREEM
Creem Magazine, Inc.
187 S Woodward Ave.
Birmingham, MI 48011
(313) 642-8833
Barry D. Kramer, pub.
Connie Kramer, adv. dir.
Entertainment; Youth

THE CRISIS
NAACP
1790 Broadway
New York, NY 10019
(212) 245-2100
Warren Marr, II, editor
Ethnic; Political/Social issues

CROSSROADS
Signature Financial/Marketing Inc.
1400 W. Greenleaf
Chicago, IL 60626
(312) 973-7300
Richard Cremer, pub.
Bryan O'Shaughnessy, adv. dir.
Automotive; Travel

CRUISE TRAVEL (7/80)
World Publishing Co.
1020 Church St.
Evanston, IL 60201
(312) 491-6440
Norman Jacobs, pres.
Travel

CUISINE
Cuisine Magazine, Inc.
52 Vanderbilt Ave.
New York, NY 10017
(212) 661-2700
Charles D. Colletti, pub./adv. dir.
Food/Home entertainment

CYCLE
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3800
P. Thomas Sargent, pub.
Jack Kohr, adv. dir.
Automotive

CYCLE GUIDE
Cycle Guide Publications, Inc.
1440 W Walnut
Compton, CA 90220
(213) 638-6178
Peter Nicolaysen, pub.
George Clark, adv. dir.
Automotive

CYCLE WORLD
CBS Publications
1499 Monrovia
Newport Beach, CA 92663
(714) 646-4451
Richard A. Bartkus, pub.
Brian Van Mols, adv. dir.
Automotive

D

D MAGAZINE
Southwest Media Corp.
1925 San Jacinto
Dallas, TX 75201
(214) 748-9166
Bernard R. Kraft, pub.
Luann Hicks, adv. dir.
City/State/Regional; Entertainment; Lifestyle

DALLAS MAGAZINE
Dallas Chamber of Commerce
1507 Pacific Ave.
Dallas, TX 75201
(214) 655-1430
Roslyn R. Dawson, pub.
Business; City/State/Regional

DALLAS-FT. WORTH HOME/GARDEN MAGAZINE
City Publishing
2930 Turtle Creek Plaza, Ste. 114
Dallas, TX 75219
(214) 522-1320
Don Harris, pub.
Sandra Marr, adv. dir.
City/State/Regional; Decorating/Gardening; Food/Home entertainment

DALLAS/FT. WORTH LIVING
Baker Publications, Inc.
3003 LBJ Freeway, Ste. 201
Dallas, TX 75234
(214) 241-7094
Tom Warnock, pub.
Decorating/Gardening

DALLAS TIMES HERALD—WESTWARD
Times Herald Printing Co.
1101 Pacific Ave.
Dallas, TX 75202
(214) 744-6387
Lee J. Guittar, pub.
John A. Wolf, vp/mktg.
City/State/Regional; General editorial; Newspaper distributed magazines

DC COMICS—THE SUPERMAN SUPER GROUP
Warner Communications
355 Lexington Ave.
New York, NY 10017
(212) 391-1400
Jenette Kahn, pub.
Bernie Slotnick, adv. dir.
Youth

DECORATING & CRAFT IDEAS
Southern Living, Inc.
820 Shades Creek Pkwy.
Birmingham, AL 35209
(205) 870-4440
Emory Cunningham, pub.
Jim De Vira, adv. dir.
Crafts/Hobbies; Decorating/Gardening

DELTA SKY
Halsey Publishing Co.
8701 Collins Ave.
Miami Beach, FL 33154
(305) 865-2661
Seymour Gerber, pub.
Pam Winter, adv. dir.
Men's interests; Travel

DENVER LIVING
Baker Publications, Inc.
3545 S Tamarac, Ste. 150
Denver, CO 80237
(303) 695-8440
Dick Baker, pub.
Decorating/Gardening

DENVER MONTHLY
DM Publishing, Inc.
1763 Williams St.
Denver, CO 80218
(303) 399-5931
John W. Hoffman, pub.
George Beaudet, adv. dir.
Camping/Outdoor living; City/State/Regional; General editorial

DETROIT FREE PRESS' DETROIT MAGAZINE
Detroit Free Press
321 W Lafayette
Detroit, MI 48231
(313) 222-6550
Ken Swaim, nat'l. adv. mgr.
City/State/Regional; General editorial; Newspaper distributed magazines

DETROIT NEWS MAGAZINE
The Detroit News
615 Lafayette Blvd.
Detroit, MI 48231
(313) 222-2000
Peter B. Clark, pub.
Norman R. Young, adv. dir.
City/State/Regional; General editorial; Newspaper distributed magazines

THE DIAL (9/80)
304 W 58 St.
New York, NY 10003
(212) 664-7000
Morton Bailey, pub.
Richard B. Barthelmes, adv. dir.
Entertainment; General editorial; Political/Social issues

DIRECTORY OF CLASSES
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-7603
James L. Kopper, pub.
Jerry Koffler, adv. dir.
College

DISCOVER (10/80)
Time, Inc.
Time & Life Bldg., 1271 Ave. of the Americas
New York, NY 10020
(212) 841-4967
Reginald K. Brack, Jr., pub.
R. Timothy Leedy, adv. dir.
Computers/Science/Technology; General editorial; Health

DISCOVERY
Allstate Enterprises, Inc.
410 N Michigan Ave.
Chicago, IL 60611
(312) 467-1157
G. Matthews Baxter, adv. dir.
Art/Antiques; General editorial; Travel

DISCOWORLD MAGAZINE
Transcontinental Publishing Ltd.
352 Park Ave., S
New York, NY 10010
(212) 986-3179
Yigal A. Bash, pub.
Kevin Reeves, adv. dir.
Beauty/Fashion; Entertainment; Lifestyle

DOG WORLD
Judy-Berner Publishing Co.
10060 W Roosevelt Rd.
Westchester, IL 60153
(312) 681-4664
Susan Stalioraitis, adv. dir.
Pets

DOWN EAST
Down East Enterprise, Inc.
PO Box 679
Camden, ME 04843
(207) 594-9544
H. Allen Fernald, pub.
James Povec, adv. dir.
City/State/Regional; Lifestyle; Travel

THE DRAMA REVIEW
NYU/School of the Arts
51 W Fourth St.
New York, NY 10012
(212) 598-2597,8
Tina Margolis, adv. dir.
Entertainment

DUN'S REVIEW
Dun & Bradstreet Corp.
666 Fifth Ave.
New York, NY 10019
(212) 489-4400
Robert A. Potts, pub.
James M. Cerbone, adv. dir.
Business; News; Political/Social issues

DYNAMIC YEARS
NRTA/AARP - Maturity Magazines Group
420 Lexington Ave.
New York, NY 10170
(212) 599-1880
Hubert C. Pryor, pub.
A. T. 'Jim' Sutherland, Jr., adv. dir.
General editorial; Lifestyle; Senior citizens

E

EAGLE & SWAN
Port Royal Communications Network, Inc.
875 Sixth Ave.
New York, NY 10001
(212) 564-2246, 697-8185
James Lewis, pub.
Warren Bradbury, adv. dir.
Military

EARLY AMERICAN LIFE
Historical Times, Inc.
PO Box 1831
Harrisburg, PA 17105
(717) 255-7700
Robert G. Miner, pub.
Vaughn E. Clark, adv. dir.
Art/Antiques; Decorating/Gardening; Lifestyle

EAST END—MAGAZINE OF EASTERN LONG ISLAND AND THE HAMPTONS
The East End Corp.
The Long Wharf at Sag Harbor
Sag Harbor, NY 11963
(516) 725-0658
Andrew Boracci, pub.
Kalman Feit, adv. dir.
City/State/Regional; Home/Family relations; Senior citizens

EAST WEST JOURNAL
East West Journal, Inc.
17 Station St.
Brookline, MA 02146
(617) 232-1000
Leonard Jacobs, pub.
Linda Roszak, adv. dir.
Food/Home entertainment; General editorial; Health

EAST/WEST NETWORK (7 TITLES)
East/West Network, Inc.
34 E 51 St.
New York, NY 10022
(212) 888-5900
Jeffery S. Butler, pub.
John F. Dunn, adv. dir.
Flying; Inflight

EASTERN REVIEW
East/West Network, Inc.
34 E 51 St.
New York, NY 10022
(212) 888-5900
Jeffrey S. Butler, pub.
John F. Dunn, adv. dir.
Flying; Inflight

EASYRIDERS
Paisano Publications, Inc.
PO Box 52
Malibu, CA 90265
(213) 889-8701
J. Walker Scott, adv. dir.
Automotive

EBONY
Johnson Publishing Co.
820 S Michigan Ave.
Chicago, IL 60605
(312) 322-9200
John H. Johnson, pub.
Lincoln Hudson, adv. dir.
General editorial; Men's interests; Women's interests

80 MICROCOMPUTING (1/80)
1001001, Inc.
80 Pine St.
Peterborough, NH 03458
(603) 924-7138
Wayne Green, pub.
Kevin B. Rushalko, adv. dir.
Computers/Science/Technology; Electronics

ELECTRONICS HOBBYIST
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Joel Davis, pub.
Julian S. Martin, adv. dir.
Electronics

ELECTRONICS THEORY HANDBOOK
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Joel Davis, pub.
Julian S. Martin, adv. dir.
Computers/Science/Technology; Electronics

THE ELKS MAGAZINE
Benevolent & Protective Order of Elks of the U.S.A.
425 W Diversey Pkwy
Chicago, IL 60614
(312) 528-4500
John Ryan, pub.
Shirley Sterling, adv. dir.
Fraternal/Labor/Civic

EMBARK (PRINCESS CRUISES) (SPRING/1980)
TL Enterprises
29901 Agoura Rd.
Agoura, CA 91301
(213) 991-4980
Denis Rouse, pub.
Lee Berger, adv. dir.
Travel

EMERALD SEAS (EASTERN STEAMSHIP LINES) (1981)
TL Enterprises
29901 Agoura RD.
Agoura, CA 91301
(213) 991-4980
Denis Rouse, pub.
Lee Berger, adv. dir.
Travel

ENCORE AMERICAN & WORLDWIDE NEWS
Tanner Publications, Inc.
875 Ave. of the Americas
New York, NY 10001
(212) 564-2246
Ida Lewis, pub.
Robert A. Tate, Jr., adv. dir.
News; Political/Social issues

ENTERPRISING WOMEN
Artemis Enterprises
217 E 28 St.
New York, NY 10016
(212) 689-1919
Ava Stern, pub.
Beverly Richardson, adv. dir.
Business; Working women

EPIC ILLUSTRATED (2/80)
Cadence Industries Corp.
575 Madison Ave.
New York, NY 10022
(212) 838-7900
Stan Lee, pub.
Vincent Karp, adv. dir.
Entertainment; Men's interests

THE EPISCOPALIAN
The Episcopalian, Inc.
1930 Chestnut St.
Philadelphia, PA 19103
(215) 564-2010
Henry L. McCorkle, pub.
Cindy Wheeler, ass't. adv. mgr.
Religion

ERIE MAGAZINE
Dispatch Printing, Inc.
PO Box 7195
Erie, PA 16511
(814) 452-6724
E. Joseph Mehl, pub.
Michael J. Sullivan, adv. dir.
City/State/Regional

ESQUIRE
Esquire Magazine
2 Park Ave.
New York, NY 10016
(212) 561-8100
Christopher Whittle, pub.
Warren Guy, adv. dir.
Lifestyle; Men's interests

ESSENCE
Essence Communications, Inc.
1500 Broadway
New York, NY 10036
(212) 730-4260
Ed Lewis, pub.
Clarence O. Smith, adv. dir.
Beauty/Fashion; Food/Home entertainment; Women's interests

EXCLUSIVELY YOURS
The Patten Co., Inc.
161 W Wisconsin Ave.
Milwaukee, WI 53203
(414) 271-4270
Wallace Patten & James Patten, pubs.
James Patten, adv. dir.
Beauty/Fashion; Political/Social issues; Travel

F

FAITH AT WORK
Faith at Work, Inc.
11065 Little Patuxent Pkwy.
Columbia, MD 21044
(301) 730-3690
Joyce Grauer, adv. dir.
Religion

FAMILIES (9/80)
Reader's Digest Assn., Inc.
200 Park Ave.
New York, NY 10166
(212) 972-6090
Richard F. McLoughlin, pub.
James T. Sheridan, adv. dir.
Food/Home entertainment; General editorial; Home/Family relations

FAMILY
Military Family Communications
9 E 41 St.
New York, NY 10017
(212) 661-6550
Joseph Mugnai, pub.
Joseph L. Araneo, adv. dir.
Home/Family relations; Military; Women's interests

FAMILY CIRCLE
Family Circle, Inc.-Div. of NY Times
488 Madison Ave.
New York, NY 10022
(212) 593-8000
Robert F. Young, pub.
Thomas C. Redd, adv. dir.
Beauty/Fashion; Food/Home entertainment; Women's interests

FAMILY CIRCLE GREAT IDEAS—CHRISTMAS HELPS
The Family Circle, Inc.
488 Madison Ave.
New York, NY 10022
(212) 593-8082
Robert Young, pub.
Ned Phillips, adv. dir.
Crafts/Hobbies; Food/Home entertainment; Women's interests

FAMILY CIRCLE GREAT IDEAS—DECORATING MADE EASY
The Family Circle, Inc.
488 Madison Ave.
New York, NY 10022
(212) 593-8082
Robert Young, pub.
Ned Phillips, adv. dir.
Crafts/Hobbies; Decorating/Gardening; Women's interests

FAMILY CIRCLE GREAT IDEAS—ENTERTAINING AT HOME (6/80)
The Family Circle, Inc.
488 Madison Ave.
New York, NY 10022
(212) 593-8082
Robert Young, pub.
Ned Phillips, adv. dir.
Food/Home entertainment; Women's interests

FAMILY CIRCLE GREAT IDEAS—FASHIONS & CRAFTS
The Family Circle, Inc.
488 Madison Ave.
New York, NY 10022
(212) 593-8082
Robert Young, pub.
Ned Phillips, adv. dir.
Beauty/Fashion; Crafts/Hobbies; Women's interests

FAMILY CIRCLE GREAT IDEAS—HOW TO BE PRETTY AND TRIM
The Family Circle, Inc.
488 Madison Ave.
New York, NY 10022
(212) 593-8082
Robert Young, pub.
Ned Phillips, adv. dir.
Beauty/Fashion; Health; Women's interests

FAMILY CIRCLE GREAT IDEAS—QUICK & THRIFTY MEALS
The Family Circle, Inc.
488 Madison Ave.
New York, NY 10022
(212) 593-8082
Robert Young, pub.
Ned Phillips, adv. dir.
Food/Home entertainment; Women's interests

THE FAMILY FOOD GARDEN
The Webb Company
1999 Shepard Rd.
St. Paul, MN 55116
(612) 647-7474
Howard Jones, pub.
David B. Woodhead, adv. dir.
Crafts/Hobbies; Decorating/Gardening; Food/Home entertainment

THE FAMILY HANDYMAN
The Webb Company
1999 Shepard Rd.
St. Paul, MN 55116
(612) 647-7326
Howard Jones, pub.
Greg Carey, adv. dir.
Decorating/Gardening; Home/Family relations; Mechanics

FAMILY HEALTH
Family Media, Inc.
149 Fifth Ave.
New York, NY 10010
(212) 677-0870
Robert E. Riordan, pub.
Philip J. Titolo, adv. dir.
Beauty/Fashion; Food/Home entertainment; Health

FAMILY WEEKLY
CBS Publications
641 Lexington Ave.
New York, NY 10022
(212) 980-0300
Morton Frank, pub.
Gerald S. Wroe, vp/adv. mgr.
Patrick M. Linskey, vp/sales & assoc. pub.
General editorial; Home/Family relations; Newspaper distributed magazines

FAR WEST SKI NEWS—SNOWWEST
Far West Ski Assn.
3325 Wilshire Blvd.
Los Angeles, CA 90010
(213) 387-2145
Lee M. Angel, adv. dir.
News; Sports; Travel

FARM JOURNAL
Farm Journal, Inc.
230 W Washington Sq.
Philadelphia, PA 19105
(215) 574-1200
Dale E. Smith, pres./pub.
Lee Alexander, vp/sales dir.
Farm; Food/Home entertainment; Rural living

THE FARMER
The Webb Company
1999 Shepard Rd.
St. Paul, MN 55116
(612) 647-7362
Bert Lund, pub.
Jack Kinderwater, adv. dir.
Farm; Rural living

FEDERAL TIMES
Army Times Publishing Co.
475 School St., SW
Washington, DC 20024
(202) 554-7239
Joseph Varga, adv. dir.
Fraternal/Labor/Civic; News

FIELD & STREAM
Consumer Publishing Division of CBS, Inc.
1515 Broadway
New York, NY 10036
(212) 975-7467
Michael J. O'Neill, pub.
Gene Bay, assoc. pub.
Camping/Outdoor living; Men's interests; Sports

50 PLUS
Whitney Communications Corp.
850 Third Ave.
New York, NY 10022
(212) 593-2100
Tom W. Carr, pub./adv. dir.
Health; Senior citizens; Travel

FINANCIAL WORLD
Macro Communications, Inc.
150 E 58 St.
New York, NY 10155
(212) 826-4360
Robert R. Weingarten, pub.
Jay S. Botwen, adv. dir.
Business; News

FINE WOODWORKING
The Taunton Press, Inc.
52 Church Hill Road
Newtown, CT 06470
(203) 426-8171
Paul Roman, pub.
Richard Mulligan, adv. dir.
Crafts/Hobbies

FIREHOUSE MAGAZINE
515 Madison Ave.
New York, NY 10022
(212) 935-4550
Dennis Smith, pub.
Bruce Bowling, adv. dir.
Fraternal/Labor/Civic

THE FIRST YEAR OF LIFE
American Baby, Inc.
575 Lexington Ave.
New York, NY 10022
(212) 752-0775
Alan Goldberg, pub.
Mark Levine, adv. dir.
Beauty/Fashion; Home/Family relations

FISHERMAN GROUP (3 TITLES)
The Long Island Fisherman Pub. Co., Inc.
PO Box 1994
Sag Harbor, NY 11963
(516) 725-4200
Rich Reina, Sr., pub.
Stu Miller, adv. dir.
Boating; Men's interests; Sports

FISHING FACTS
Northwoods Publishing Co.
N 84 W 13660 Leon Rd.
Menomonee Falls, WI 53051
(414) 255-4800
George Pazik, pub.
Camping/Outdoor living

FLORIDA SPORTSMAN
Wickstrom Publishers
2701 S Bayshore Dr., Ste. 501
Miami, FL 33133
(305) 858-3546
Karl Y. Wickstrom, pub.
Robert Mitchell, adv. dir.
Boating; Camping/Outdoor living; Men's interests

FLOWER & GARDEN
Mid-America Publishing Corp.
4251 Pennsylvania Ave.
Kansas City, MO 64111
(816) 531-5730
John E. Tillotson, II, pub.
Bradford Reynolds, adv. dir.
Decorating/Gardening

FLY FISHERMAN
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-7010
Donald D. Zahner, pub.
Kurt Zahner, adv. dir.
Sports

FLYING
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3829
Jay Durfee, pub.
R. Koenig, adv. dir.
Flying; Men's interests

FLYING ANNUAL & BUYERS GUIDE
Ziff Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3829
Jay Durfee, pub.
R. Koenig, adv. dir.
Flying; Men's interests

FLYING MODELS
Carstens Publications, Inc.
PO Box 700
Newton, NJ 07860
(201) 383-3355
Harold H. Carstens, pub.
Wayne Daniels, adv. mgr.
Crafts/Hobbies; Flying

FOOTBALL DIGEST
Century Publishing Co.
1020 Church St.
Evanston, IL 60201
(312) 491-6440
Norman Jacobs, pub./adv. dir.
Sports

FOOTBALL NEWS
Football News Co.
17820 E Warren
Detroit, MI 48224
(313) 881-9554
Roger Stanton, pub.
Jack Sterling, adv. dir.
Business

FOR SENIORS ONLY
Senior Publications Ltd.
6 Meadow Ln.
New City, NY 10956
(914) 634-9423
Gerald H. Grayson, pub.
Judi Oliff, adv. dir.
College; Military; Youth

FORBES
Forbes, Inc.
60 Fifth Ave.
New York, NY 10011
(212) 620-2200
James J. Dunn, pub.
Stephen G. Nicoll, adv. dir.
Business

FORE
Southern Calif. Golf Assn.
3740 Cahuenga Blvd.
N Hollywood, CA 91604
(213) 980-3630, 877-0901
Charles H. Bobo, pub./adv. dir.
Sports; Travel

FORECAST FOR HOME ECONOMICS
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212) 944-7700
W. Page Thompson, assoc. pub./adv. dir.
Home/Family relations; Youth

FORECAST!
Forecast FM, Inc.
8615 Ramsey Ave.
Silver Spring, MD 20910
(301) 588-1800
Richard W. Mostow, pub./adv. dir.
Art/Antiques; Entertainment; Lifestyle

FOREIGN AFFAIRS
Council on Foreign Relations
58 E 68 St.
New York, NY 10021
(212) 734-0400
Doris E. Forest, pub.
Grace Darling, adv. dir.
Political/Social issues

FORTUNE
Time Inc.
1271 Ave. of the Americas
New York, NY 10020
(212) 586-1212
Edward Patrick Lenahan, pub.
James B. Hoefer, adv. dir.
Business

FORUM
Forum International, Ltd.
909 Third Ave.
New York, NY 10022
(212) 593-3301
Bob Guccione & Al Freedman, pubs.
Marianne Howatson, vp, adv. dir.
Health; Home/Family relations; Lifestyle

4-WHEEL & OFF-ROAD
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-5100, NY (212) 935-9150
Michael Anson, pub.
Jim P. Walsh (NY), sr. vp/corp. adv. dir.
Automotive; Camping/Outdoor living

FREQUENT FLYER (9/80)
OAG, Inc., a Dun & Bradstreet Co.
888 Seventh Ave.
New York, NY 10019
(212) 977-8227
Martin Aeutsch, pub.
William Schachter, adv. dir.
Business; Travel

FRETS MAGAZINE
GPI Publications
20605 Lazaneo
Cupertino, CA 95014
(408) 446-1105
Jim Crockett, pub.
Mattee Balin, adv. dir.
Entertainment

FRONTIER MAGAZINE
Webb Publishing Co.
1999 Shepard Rd.
St. Paul, MN 55116
(612) 647-7323
Captain Chick Stevens, pub.
Robert Halverson, adv. dir.
Flying; Inflight

FUR-FISH-GAME (HARDING'S MAGAZINE)
A.R. Harding Publishing Co.
2878 E Main St.
Columbus, OH 43209
(614) 231-9585
L. Adams, adv. dir.
Camping/Outdoor living; Men's interests; Sports

FUTURE
U.S. Jaycees
4 W 21 St.
Tulsa, OK 74114
(918) 584-2481
Don Varnadore, pub.
Stephen Coury, adv. dir.
Fraternal/Labor/Civic; Men's interests; Political/Social issues

G

GALLERY
Montcalm Publishing Corp.
800 Second Ave.
New York, NY 10017
(212) 986-9600
Nils A. Shapiro, pub.
Martin Lassman, adv. dir.
Lifestyle; Men's interests; Political/Social issues

GAMBLING TIMES
SRS Enterprises, Inc.
839 N Highland Ave.
Hollywood, CA 90038
(213) 466-5261
Stanley R. Sludikoff, pub.
Boyd B. Garrigan, adv. dir.
Entertainment; Sports; Travel

GAMES
Playboy Enterprises, Inc.
515 Madison Ave.
New York, NY 10022
(212) 421-5984
Chip Block, pub.
Roger McCord, adv. sales dir.
Entertainment; General editorial

GENESIS
Cycle Guide Publications
770 Lexington Ave.
New York, NY 10021
(212) 486-8436
Joe Kelleher, pub.
Joseph Fierro, adv. dir.
Men's interests

GENTLEMAN'S COMPANION (5/80)
Gentleman's Companion, Inc.
2029 Century Park E, Ste. 3800
Los Angeles, CA 90067
(213) 556-9200
Althea Flynt, editor & pub.
Peter Greenwald, adv. dir.
Entertainment; Men's interests

GENTLEMEN'S QUARTERLY
The Condé Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212) 880-7926
Steve Florio, pub.
William Stutts, adv. dir.
Beauty/Fashion; Lifestyle; Men's interests

GEO
Gruner & Jahr USA, Inc.
450 Park Ave.
New York, NY 10022
(212) 223-0001
Peter Diamandis, pub.
Potter Crolius, adv. dir.
Photography; Political/Social issues; Travel

GEORGIA SPORTSMAN
Georgia Sportsman Publications, Inc.
291 Pat Mell Rd.
Marietta, GA 30060
(404) 434-0807
Steve Vaughn, pub.
Dirone Norton, adv. dir.
Camping/Outdoor living; Men's interests; Sports

GLAMOUR
The Condé Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212) 880-8800
E. Louis Holtermann, Jr., pub.
James Cusack, assoc. pub.
Hal Cuddy, adv. dir.
Beauty/Fashion; Women's interests; Working women

GO, THE AUTHENTIC GUIDE TO NEW ORLEANS
GO Magazine, Inc.
108 University Pl., Ste. 401
New Orleans, LA 70112
(504) 523-4051
Mary Capouch, adv. dir.
City/State/Regional; Entertainment; Travel

GOING PLACES (SPRING/80)
Signature Publications
1400 W Greenleaf
Chicago, IL 60626
(312) 973-7300
Richard Cremer, pub.
Gene McCormick, adv. dir.
Travel

GOLD COAST OF FLORIDA
Gold Coast Pictorial, Inc.
915 Middle River Dr.
Ft. Lauderdale, FL 33304
(305) 563-4145
Bernard McCormick, pub.
John L. Collins, adv. dir.
Entertainment; General editorial; Society

GOLDEN ODYSSEY (ROYAL CRUISE LINES) (1981)
TL Enterprises
29901 Agoura Rd.
Agoura, CA 91301
(213) 991-4980
Denis Rouse, pub.
Lee Berger, adv. dir.
Travel

GOLF DIGEST
Golf Digest, Inc.
495 Westport Ave.
Norwalk CT 06856
(203) 847-5811, NY (212) 593-8000
Howard Gill, pub.
Bob Ulon (NY), adv. dir.
Sports

GOLF ILLUSTRATED
Rich Publishing, Inc.
PO Box 555
Temecula, CA 92390
(714) 676-5712
Ray Rich, pub.
Bill Bolin, adv. dir.
General editorial; Sports

GOLF MAGAZINE
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212) 687-3000
E. MacFarlan Moore, pub.
E. David Kerr, adv. dir.
James Collins, adv. sales mgr.
Sports

GOLF WORLD
Dee Bee Publishing Co.
PO Box 720-555
Atlanta, GA 30328
(404) 255-6555
Douglas Billian, pub.
Fred Perry, adv. dir.
General editorial; Sports

GOOD HOUSEKEEPING
The Hearst Corp.
959 Eighth Ave.
New York, NY 10019
(212) 262-5700
Raymond J. Petersen, pub.
Gordon Semerad, adv. mgr.
Beauty/Fashion; Food/Home entertainment; Women's interests

GOOD HOUSEKEEPING BEST HAIRDOS & BEAUTY
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212) 262-6802, 262-7456
Robert B. Rose, adv. dir.
Beauty/Fashion; Women's interests

GOOD HOUSEKEEPING NEEDLECRAFT
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212) 262-6802
Patty Gammino, adv. mgr.
Mary Ann Vecchione, adv. coord.
Crafts/Hobbies

GOOD HOUSEKEEPING'S COUNTRY LIVING
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212) 262-6804
Patty Gammino, adv. mgr.
Mary Ann Vecchione, adv. coord.
Decorating/Gardening; Food/Home entertainment; Home/Family relations

GOOD LIVING
Port Royal Communications Network, Inc.
875 Ave. of the Americas
New York, NY 10001
(212) 564-2246
Robert A. Tate, Jr., pub./adv. dir.
Health; Lifestyle; Women's interests

GOURMET
Gourmet, Inc.
777 Third Ave.
New York, NY 10017
(212) 754-1500
Jean MacAusland, pub.
Russell MacAusland, adv. dir.
Entertainment; Food/Home entertainment; Travel

GRAND RAPIDS MAGAZINE
Gemini Communications, Inc.
17 Fountain St., NW
Grand Rapids, MI 49503
(616) 459-4545
John H. Zwarensteyn, pub.
Theodore R. Kadish, adv. dir.
Beauty/Fashion; City/State/Regional; Entertainment

GRAY LINE TOUR MAGAZINE (6/80)
T & E Publishing, Inc.
149 Madison Ave.
New York, NY 10016
(212) 679-3557
Charles T. Smith, pub./adv. dir.
City/State/Regional; Entertainment; Travel

GREEK THEATRE
The Hagen Group
950 Battery St.
San Francisco, CA 94111
(415) 956-6262
Ronald Hagen, pub.
Sue Wolk, adv. dir.
Entertainment

GRIER'S ALMANAC
Grier's Almanac Pub. Co., Inc.
1455 Tullie Circle, NE, Ste. 117
Atlanta, GA 30329
(404) 634-8128
George Kohn, Jr., pub.
Marilyn Long, adv. dir.
Rural living

GRIT
Grit Publishing Co.
208 W Third St.
Williamsport, PA 17701
(717) 326-1771
Andrew W. Stabler, pres./gen. mgr.
Joseph E. Sands, nat'l. adv. mgr.
General editorial

GUITAR PLAYER
GPI Publications
20605 Lazaneo
Cupertino, CA 95014
(408) 446-1105
Jim Crockett, pub.
Dennis Fullerton, adv. dir.
Electronics; Entertainment

GULFSHORE LIFE
Gulfshore Publishing Co., Inc.
3620 Tamiami Trail, N, Ste. 3
Naples, FL 33940
(813) 262-6425
James L. Sherwin, pub.
Wendy Wald, adv. dir.
City/State/Regional; Lifestyle; Society

GUNS & AMMO
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-5100, NY (212) 935-9150
Richard S. Fay, pub.
Jim P. Walsh (NY), sr. vp/corp. adv. dir.
Camping/Outdoor living

H

HAM RADIO HORIZONS
Communications Technology, Inc.
Main St.
Greenville, NH 03048
(603) 878-1441
T.H. Tenney, Jr., pub.
J.C. Clark, Jr., adv. dir.
Computers/Science/Technology; Crafts/Hobbies; Electronics

HAM RADIO MAGAZINE
Communications Technology, Inc.
Main St.
Greenville, NH 03048
(603) 878-1441
T.H. Tenney, Jr., pub.
J.C. Clark, Jr., adv. dir.
Computers/Science/Technology; Crafts/Hobbies; Electronics

THE HAPPY WANDERER
The Happy Wanderer
7842 N Lincoln Ave.
Skokie, IL 60077
(312) 676-1900
Joel Wineberg, pub./adv. dir.
Travel

HARPER'S/ATLANTIC
Harper-Atlantic Sales, Inc.
420 Lexington Ave.
New York, NY 10017
(212) 687-2424
G. Thomas Grenier, pres.
General editorial

HARPER'S BAZAAR
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212) 935-5900
Martin Schrader, pub.
Richard Sarno, adv. dir.
Beauty/Fashion; General editorial; Working women

HARPER'S MAGAZINE
Macarthur Fndtn. & Atlantic-Richfield Fndtn.
Two Park Ave.
New York, NY 10016
(212) 687-2424
G. Thomas Grenier, adv. dir.
General editorial

HARVARD BUSINESS REVIEW
Soldiers Field
Boston, MA 02163
(617) 495-6188
Ernest D. Frawley, pub./adv. dir.
Business

HARVARD MAGAZINE (CYCLE A)
HARVARD MAGAZINE (CYCLE B)
Harvard University
7 Ware St.
Cambridge, MA 02138
(617) 495-5746
Robert A. Rotner, pub.
Robbin L. Feibus, adv. dir.
Computers/Science/Technology; General editorial; Political/Social issues

HARVEY COMICS GROUP (40 TITLES)
Harvey Publications, Inc.
888 Seventh Ave.
New York, NY 10019
(212) 582-2244
Evelyn Johnson, adv. v.p.
Youth

HARVEY FOR LOVING PEOPLE (12/79)
Harvey Shapiro Enterprises, Inc.
450 Seventh Ave., Ste. 2305
New York, NY 10001
(212) 564-0112
Harvey Shapiro, pub.
Jack C. Sharp, adv. dir.
Lifestyle; Men's interests; Women's interests

HEARST CORPORATE BUY (7 TITLES)
The Hearst Corp.
224 W 57 St.
New York, NY 10017
(212) 262-5700
Judd Vear, vp/dir. corp. adv. sales

HEAVY METAL MAGAZINE
HM Communications- A Subsidiary of National Lampoon Inc.
635 Madison Ave.
New York, NY 10022
(212) 688-4070
Leonard Mogel, pub.
Howard Jacoby, adv. mgr.
Entertainment

HI-FI STEREO BUYER'S GUIDE
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Joel Davis, pub.
Edmund Lassus, adv. dir.
Entertainment

HIGH FIDELITY
ABC Leisure Magazines, Inc.
The Publishing House
Great Barrington, MA 01230
(413) 528-1300, NY (212) 925-2863
Leonard R. Levine, pub.
Sy Resnick (NY), adv. dir.
Crafts/Hobbies; Entertainment

HIGH TIMES
Trans-High Corp.
116 E 27 St.
New York, NY 10016
(212) 481-0120
Gabrielle Schang, pub.
Debbie Smallman, adv. dir.
General editorial; Lifestyle

HOARD'S DAIRYMAN
W.D. Hoard & Sons
28 Milwaukee Ave., W
Fort Atkinson, WI 53538
(414) 563-5551
W.D. Knox, pub.
M.H. Kerschensteiner, adv. dir.
Farm

HOBBY COMPUTER HANDBOOK
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Joel Davis, pub.
Julian S. Martin, adv. dir.
Computers/Science/Technology; Electronics

HOCKEY DIGEST
Century Publishing Co.
1020 Church St.
Evanston, IL 60201
(312) 491-6640
Norman Jacobs, pres.
Sports

HOME & AWAY (1/80)
AAA Club-Home & Away, Inc.
5011 Capitol Ave.
Omaha, NE 68132
(402) 558-1010
Barc Wade, pub.
Lou Reeve, adv. dir.
Automotive; Camping/Outdoor living; Travel

HOME MAGAZINE
Los Angeles Times
Times Mirror Square
Los Angeles, CA 90053
(213) 972-3026
Tom Johnson, pub.
Don Maldonado, adv. mgr.
Decorating/Gardening; Food/Home entertainment; Newspaper distributed magazines

HOME VIDEO
United Business Publications, Inc.
475 Park Ave. S
New York, NY 10016
(212) 725-2300
James S. Watkins, pub.
Lawrence E. Janosek, adv. dir.
Computers/Science/Technology; Electronics; Entertainment

HOMEOWNERS HOW TO
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212) 687-3000
Francis Wilkinson, pub.
George C. Fields, adv. dir.
Decorating/Gardening; Home/Family relations

HONOLULU
Honolulu Publishing Co., Ltd.
828 Fort Street Mall, Ste. 400
Honolulu, HI 96813
(808) 524-7400
George Pellegrin, pub.
Keith Radcliffe, Jr., adv. dir.
City/State/Regional

HOOF BEATS
United States Trotting Assn.
750 Michigan Ave.
Columbus, OH 43215
(614) 224-2291
Carol B. Cramer, adv. dir.
Horses; Sports

HORIZON
Horizon Publishers, Inc.
PO Drawer 30
Tuscaloosa, AL 35402
(205) 345-0272
Gray Boone, pub.
Dennis Stinard, adv. dir.
Becky Embrey, adv. sales mgr.
Art/Antiques; Entertainment

HORSE ACTION!!!
Rich Publishing, Inc.
41919 Moreno Rd.
Temecula, CA 92390
(714) 676-5712
Ray Rich, pub.
Bill Bolin, adv. dir.
Horses

HORSE AND HORSEMAN
Charger Productions Co., Inc.
34249 Camino Capistrano
Capistrano Beach, CA 92624
(714) 493-2101
Jack Lewis, pub.
Bob Arsenault, adv. dir.
Crafts/Hobbies; Entertainment; Horses

HORSE & RIDER
Rich Publishing, Inc.
41919 Moreno Rd.
Temecula, CA 92390
(714) 676-5712
Ray Rich, pub.
Bill Bolin, adv. dir.
Horses

HORSE CARE
Rich Publishing, Inc.
41919 Moreno Rd.
Temecula, CA 92390
(714) 676-5712
Ray Rich, pub.
Bill Bolin, adv. dir.
Horses

HORSE, OF COURSE
Derbyshire Publishing Co.
Derbyshire Bldg.
Temple, NH 03084
(603) 654-6126
R.A. Greene, DVM, pub.
Ellen J. Seavey, adv. dir.
Farm; Horses; Sports

HORSE WOMEN
Rich Publishing, Inc.
41919 Moreno Rd.
Temecula, CA 92390
(714) 676-5712
Ray Rich, pub.
Bill Bolin, adv. dir.
Horses

THE HORSETRADER
The Horsetrader, Inc.
PO Box 445
Willoughby, OH 44094
(216) 942-2772, 942-4482
Jerome Goldberg, pub./adv. dir.
Horses

HORTICULTURE
Massachusetts Horticultural Society
300 Massachusetts Ave.
Boston, MA 02115
(617) 536-9280
Roger Dane, pub.
Nancy Stein, adv. dir.
Decorating/Gardening; Home/Family relations; Photography

HOT ROD
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-5100, NY (212) 935-9150
Dick Van Cleve, pub.
Jim P. Walsh (NY), sr. vp/corp. adv. dir.
Automotive

HOUSE & GARDEN
The Condé Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212) 880-8800
Ralph Timm, pub.
Timothy Knipe, adv. dir.
Crafts/Hobbies; Food/Home entertainment; Home/Family relations

HOUSE & GARDEN BUILDING & REMODELING GUIDE (JAN/FEB 1980)
The Condé Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212) 880-8800
Henry H. Holmes, pub.
Decorating/Gardening; Home/Family relations

HOUSE & GARDEN DECORATING GUIDE
The Condé Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212) 880-8800
Henry H. Holmes, pub.
Decorating/Gardening

HOUSE & GARDEN GARDENING GUIDE
The Condé Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212) 880-8800
Henry H. Holmes, pub.
Decorating/Gardening

HOUSE & GARDEN KITCHEN & BATH GUIDE
The Condé Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212) 880-8800
Henry H. Holmes, pub.
Decorating/Gardening; Home/Family relations

HOUSE & GARDEN PLANS GUIDE
The Condé Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212) 880-8800
Henry H. Holmes, pub.
Home/Family relations

HOUSE BEAUTIFUL
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212) 935-5900
Thomas P. Losee, Jr., pub.
David J. Moore, adv. dir.
Decorating/Gardening; Food/Home entertainment; Women's interests

HOUSE BEAUTIFUL SPECIAL PUBLICATIONS (5 TITLES)
House Beautiful Special Publications
717 Fifth Ave.
New York, NY 10022
(212) 935-4072
Don Carroll, pub.
Arnold Wasserman, pub. dir.

HOUSE BEAUTIFUL'S BUILDING MANUAL
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212) 935-4072
Donald J. Carroll, pub.
Decorating/Gardening; Home/Family relations

HOUSE BEAUTIFUL'S HOME DECORATING
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212) 935-4072
Donald J. Carroll, pub.
Decorating/Gardening; Home/Family relations

HOUSE BEAUTIFUL'S HOME REMODELING
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212) 935-4072
Donald J. Carroll, pub.
Decorating/Gardening; Home/Family relations

HOUSE BEAUTIFUL'S HOUSES & PLANS
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212) 935-4072
Donald J. Carroll, pub.
Decorating/Gardening; Home/Family relations

HOUSE BEAUTIFUL'S KITCHENS/BATHS (6/80)
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212) 935-4072
Donald J. Carroll, pub.
Decorating/Gardening; Home/Family relations

HOUSE PLANTS & PORCH GARDENS
Scrambling Press, Inc.
One Aldwyn Center
Villanova, PA 19085
(215) 527-5100
Peter W. Tobey, pub.
Claude P. Sheer, adv. dir.
Decorating/Gardening

HOUSTON CITY
Houston Media Corp.
315 W Alabama, Ste. 200
Houston, TX 77006
(713) 526-3399
Bernard Kraft, pub.
Randall Case, adv. dir.
City/State/Regional

HOUSTON HOME/GARDEN
Bayland Publishing, Inc.
PO Box 25386
Houston, TX 77005
(713) 524-3000
Mark Inabnit, pub.
Barbara McNally, adv. dir.
Decorating/Gardening; Food/Home entertainment

HOUSTON MAGAZINE
Houston Chamber of Commerce
1100 Milam Bldg.
Houston, TX 77002
(713) 651-1313
Mike M. Marshall, adv. dir.
Business; City/State/Regional

HUDSON VALLEY MAGAZINE
Suburban Publishing, Inc.
16 School St.
Yonkers, NY 10701
(914) 963-8300
Angelo R. Martinelli, pub.
Joan Marie, adv. dir.
City/State/Regional; Entertainment; Lifestyle

HUGHES AIRWEST SUNDANCER [1]
East/West Network, Inc.
34 E 51 St.
New York, NY 10022
(212) 888-5900
Jeffrey S. Butler, pub.
John F. Dunn, adv. dir.
Flying; inflight

[1]Now titled Republic Scene—Western Edition.

HUNTING
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-5100, NY (212) 935-9150
Ken Elliot, pub.
Jim P. Walsh (NY), sr. vp/adv. dir.
Camping/Outdoor living

HUSTLER
Hustler Magazine, Inc.
2029 Century Park E, Ste. 3800
Los Angeles, CA 90067
(213) 556-9200
Larry Flynt, pub.
Peter Greenwald, adv. dir.
Entertainment; Men's interests; Political/Social issues

I

IN-CRUISE NETWORK (6 TITLES) (1980)
TL Enterprises
29901 Agoura Rd.
Agoura, CA 91301
(213) 991-4980
Denis Rouse, pub.
Lee Berger, adv. dir.
Travel

IN TOUCH FOR MEN
In Touch, Inc.
1316 N Western Ave.
Hollywood, CA 90027
(213) 466-6333
Frank Roedel, pub.
Don Beavers, adv. dir.
Entertainment; Men's interests; Photography

INC. MAGAZINE
United Marine Publishing
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Bernard Goldhirsh, pub.
W. Robert Boris, adv. dir.
Business

INDIANAPOLIS AT HOME
Mayhill Publishing Co., Inc.
951 E. 86 St., Ste. 200
Indianapolis, IN 46240
(317) 259-8222
John T. Mayhill, pub.
Lee Anne Brooks, adv. dir.
City/State/Regional; Decorating/Gardening; Food/Home entertainment

INDIANAPOLIS MAGAZINE
Indianapolis Chamber of Commerce
320 N Meridian St.
Indianapolis, IN 46204
(317) 267-2900
Thomas A. King, pub.
Annette Dunlap, adv. dir.
City/State/Regional; Entertainment; General editorial

INDIANAPOLIS STAR MAGAZINE
The Indianapolis Star
307 N Pennsylvania St.
Indianapolis, IN 46204
(317) 633-1132
E.S. Pulliam, pub.
Alan Judkins, adv. dir.
Newspaper distributed magazines

INDUSTRY WEEK
Penton/IPC, Inc.
Penton Plaza, 1111 Chester Ave.
Cleveland, OH 44114
(216) 696-7000
Patrick B. Keefe, pub.
Edward L. Franke, nat'l. sales mgr.
Business

INSIDE SPORTS (4/80)
Newsweek, Inc.
444 Madison Ave.
New York, NY 10022
(212) 350-2000
Shepherd Brandfon, pub.
Frank Tortorello, adv. dir.
Men's interests; Sports

INTERFACE AGE
Interface Age, Inc.
16704 Marquardt Ave.
Cerritos, CA 90701
(213) 926-9544
Robert Jones, pub.
Mike Antich, adv. dir.
Business; Computers/Science/Technology; Men's interests

INTERFAITH NETWORK (9 TITLES)
Interfaith Network
441 Lexington Ave.
New York, NY 10017
(212) 697-1076
John P. Sherwood, adv. dir.
Religion

INTERNATIONAL REVIEW OF FOOD & WINE
Amex Food & Wine
90 Park Ave.
New York, NY 10016
(212) 687-0390
Kenneth L. Marks, assoc. pub./adv.
Neil Carmen, adv. sls.
Food/Home entertainment

INTERVIEW
Interview Enterprises, Inc.
860 Broadway
New York, NY 10003
(212) 533-4700
Andy Warhol, pub.
Barbara Colacello, adv. dir.
Beauty/Fashion; Entertainment; Lifestyle

INTRO MAGAZINE, THE SINGLE SOURCE (8/80)
Douglas Publishing, Inc.
3518 Cahuenga Blvd., W, Ste. 216
Los Angeles, CA 90068
(213) 876-7221
Suzanne Douglas, pub.
Shelley Funess, nat'l adv. mgr.
General editorial; Lifestyle; City/State/Regional

J

J. GRUBER'S ALMANACK
Gruber Almanack Co.
17 E Washington St.
Hagerstown, MD 21740
(301) 733-7111
J. R. Hershey, bus. mgr.
Rural living

JACK AND JILL
Children's Health Publications
1100 Waterway Blvd.
Indianapolis, IN 46206
(317) 634-1100
Eric Servaas, pub.
Health; Home/Family relations; Youth

JACKSONVILLE MAGAZINE
Jacksonville Chamber of Commerce
815 S Main St.
Jacksonville, FL 32207
(904) 396-0100
Gerald Bartels, pub.
Sandra Bond, adv. dir.
City/State/Regional

JACOBS LIST (39 TITLES)
Jacobs List, Inc.
104 Ansel Dr.
Clinton, SC 29325
(803) 833-2206
J. F. Jacobs, Jr., adv. dir.
Religion

JET
Johnson Publishing Co.
820 S Michigan Ave.
Chicago, IL 60605
(312) 322-9200, NY (212) 586-2911
John Johnson, pub.
Sandy Sims(NY), eastern adv. mgr.
News

JUNIOR SCHOLASTIC
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212) 944-7700
Steven C. Swett, pub.
Edward Chenetz, adv. dir.
Youth

K

KANSAS FARMER
The Harvest Publishing Co.
9800 Detroit Ave.
Cleveland, OH 44102
(216) 651-5500
Val Bradley, pres.
Charles B. Quindlen, Sr., vp
Farm; Political/Social issues; Rural living

KEY MAGAZINES INC.(25 TITLES)
Key Magazines, Inc.
220 Ford Bldg.
Detroit, MI 48226
(313) 962-0606
S.R. Uday, pub.
Entertainment; Travel

KILOBAUD MICROCOMPUTING
Wayne Green, Inc.
Pine St.
Peterborough, NH 03458
(603) 924-7138
Wayne Green, pub.
Kevin Rushalko, adv. dir.
Computers/Science/Technology; Crafts/Hobbies; Electronics

KIWANIS
Kiwanis International
101 E Erie St.
Chicago, IL 60611
(312) 943-2300
Burton P. Harris, adv. dir.
Business; Fraternal/Labor/Civic; Men's interests

KMR WOMAN'S GROUP (4 TITLES)
Lopez Publications, Inc.
23 W 26 St.
New York, NY 10010
(212) 689-3933, 889-8820
Adrian Lopez, pub.
Elsa Carlson, adv. mgr.
Romance/Fan

L

LABOR PRESS (78 TITLES)
Trade Union Advertising, Inc.
15 E 26 St.
New York, NY 10010
(212) 683-7905
Alex Smith, adv. dir.
Fraternal/Labor/Civic; Men's interests; Working women

LADIES' HOME JOURNAL
Charter Media
641 Lexington Ave.
New York, NY 10022
(212) 872-8000
Robert Thomas, pub.
Ron Valerio, adv. dir.
Women's interests

LADY'S CIRCLE
Lopez Publications, Inc.
23 W 26 St.
New York, NY 10010
(212) 689-3933, 889-8820
Adrian Lopez, pub.
Elsa Carlson, adv. mgr.
Women's interests

LADY'S CIRCLE NEEDLEWORK
Lopez Publications, Inc.
23 W 26 St.
New York, NY 10010
(212) 689-3933, 889-8820
Adrian Lopez, pub.
Elsa Carlson, adv. mgr.
Crafts/Hobbies

LADYCOM
Downey Communications, Inc.
1800 M St., NW
Washington, DC 20036
(202) 872-0960
Edward M. Downey, pub.
Melvin J. Nelson, adv. dir.
Lifestyle; Military; Women's interests

LANSING MAGAZINE
Cornerstone Publishing Co., Inc.
615 N Capitol Ave.
Lansing, MI 48933
(517) 482-1321
Anthony A. Petrella, pub.
John T. Scott, adv. dir.
City/State/Regional; Food/Home entertainment; General editorial

LEADERSHIP NETWORK (7 TITLES)
230 Park Ave.
New York, NY 10017
(212) 682-4500
Robert F. Sennott, Jr., pres.
General editorial; News; Political/Social issues

LEARNING
Pitman Learning Inc.
530 University Ave.
Palo Alto, CA 94301
(415) 321-1770
Thomas O. Ryder, pub.
Cathy Souza, adv. mgr.
Business; Working women

LENS MAGAZINE
United Technical Publications
645 Stewart Ave.
Garden City, NY 11530
(516) 222-2500
Samuel Fisher, pub.
Photography

LENS ON CAMPUS
United Technical Publications
645 Stewart Ave.
Garden City, NY 11530
(516) 222-2500
Samuel Fisher, pub.
College; Photography

LET'S LIVE MAGAZINE
Oxford Industries, Inc.
444 N Larchmont Blvd.
Los Angeles, CA 90004
(213) 469-3901
Mrs. W.J. Bassett, pres./pub.
Gregg Loria, adv. dir.
Health

LIFE
Time, Inc.
Time-Life Bldg., Rockefeller Center
New York, NY 10020
(212) 586-1212
Charles A. Whittingham, pub.
Charles Rubens II, adv. dir.
General editorial; News

LINN'S STAMP NEWS
Amos Press Inc.
911 Vandemark Rd.
Sidney, OH 45367
(513) 498-2111
Wayne Lawrence, pub.
William Jones, adv. dir.
Crafts/Hobbies

LOS ANGELES HOME/GARDEN (6/80)
20th Century Publications, Inc.
21216 Vanowen St.
Canoga Park, CA 91303
(213) 992-4777
Jack Pelzer, pub.
Armond Gauthier, adv. dir.
City/State/Regional; Decorating/Gardening

LOS ANGELES MAGAZINE
1888 Century Park, E
Los Angeles, CA 90067
(213) 553-7601
D.F. DelleMonache, pub.
Bert J. Pucci, assoc. pub./adv. dir.
City/State/Regional

LOS ANGELES' HERALD EXAMINER'S CALIFORNIA LIVING
The Hearst Corp.
1111 So. Broadway
Los Angeles, CA 90015
(213) 748-1212
Francis Dale, pub.
Roger Slattery, adv. mgr.
Newspaper distributed magazines

LOUISVILLE MAGAZINE
Louisville Area Chamber of Commerce
300 W Liberty St.
Louisville, KY 40202
(502) 582-2421
Charles F. Herd, pub.
John J. Howell, adv. dir.
City/State/Regional

LOUISVILLE TODAY
Sadose Corp.
1031 S Fourth St.
Louisville, KY 40203
(502) 589-2170
John Yarmuth, pub.
Tommie O'Callaghan, adv. dir.
City/State/Regional

THE LUTHERAN STANDARD
Augsburg Publishing House
426 S Fifth St.
Minneapolis, MN 55415
(612) 330-3300
Dr. Albert E. Anderson, pub.
E.O. Liaboe, adv. dir.
Religion

M

MACFADDEN WOMEN'S GROUP VII (7 TITLES)
MacFadden Women's Group
215 Lexington Ave.
New York, NY 10016
(212) 340-7500
John J. Fitzpatrick, pub./adv. dir.
Food/Home entertainment; Home/Family relations; Romance/Fan

MADEMOISELLE
The Condé Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212) 880-8367
Joseph L. Fuchs, pub.
Elliot Marion, adv. dir.
Beauty/Fashion; Food/Home entertainment; Women's interests

THE MAGAZINE
St. Louis Globe-Democrat
900 N Tucker Blvd.
St. Louis, MO 63101
(314) 622-7000
G. Duncan Bauman, pub.
Edward B. Newsome, adv. dir.
Newspaper distributed magazines

MANAGEMENT LEISURE TIME NETWORK
Penton/IPC
Penton Plaza
Cleveland, OH 44114
(216) 696-7000
Jack C. Smith, pub.
Lee Haas, adv. dir.
Business; Men's interests; Travel

MANKIND
Players Int'l Publications
8060 Melrose
Los Angeles, CA 90046
(213) 653-8060, NY (212) 923-8810
Ralph Weinstock, pub.
Mitchell Napier (NY), adv. dir.
General editorial; Political/Social issues

MARVEL COMICS GROUP (30 TITLES)
Cadence Industries Corp.
575 Madison Ave.
New York, NY 10022
(212) 838-7900
Stan Lee, pub.
Vincent Karp, adv. dir.
Youth

MCCALL'S
The McCall Publishing Co.
230 Park Ave.
New York, NY 10017
(212) 551-9500
Raymond Eyes, pub.
Joseph Welty, adv. dir.
Beauty/Fashion; Women's interests; Working women

MCCALL'S BEAUTY GUIDE #3
The McCall Publishing Co.
230 Park Ave.
New York, NY 10017
(212) 551-9500
Milton Lieberman, pub.
Carol Evans, adv. dir.
Beauty/Fashion; Health

MCCALL'S BEST DECORATING & HOMES CARE IDEAS #6
The McCall Publishing Co.
230 Park Ave.
New York, NY 10017
(212) 551-9500
Milton Lieberman, pub.
Carol Evans, adv. dir.
Crafts/Hobbies; Decorating/Gardening

MCCALL'S BEST FAMILY MEALS (12/80)
The McCall Publishing Co.
230 Park Ave.
New York, NY 10017
(212) 551-9500
Milton Lieberman, pub.
Food/Home entertainment

MCCALL'S COOKING SCHOOL #8
The McCall Publishing Co.
230 Park Ave.
New York, NY 10017
(212) 551-9500
Milton Lieberman, pub.
Carol Evans, adv. dir.
Food/Home entertainment

MCCALL'S GREAT TIME-SAVING MEALS (2/81)
The McCall Publishing Co.
230 Park Ave.
New York, NY 10017
(212) 551-9500
Milton Lieberman, pub.
Food/Home entertainment

MCCALL'S SUMMER ENTERTAINING IDEAS (6/81)
The McCall Publishing Co.
230 Park Ave.
New York, NY 10017
(212) 551-9500
Milton Lieberman, pub.
Food/Home entertainment

MCCALL'S WORKING MOTHER
The McCall Publishing Co.
230 Park Ave.
New York, NY 10017
(212) 551-9500
Milton Lieberman, pub.
Carol Evans, adv. dir.
Home/Family relations; Women's interests; Working women

MECHANIX ILLUSTRATED
Consumer Publishing Division of CBS, Inc.
1515 Broadway
New York, NY 10036
(212) 975-7544
Michael J. O'Neill, pub.
Joseph Kelly, Jr., adv. dir.
Automotive; Electronics; Mechanics

MEDIA & METHODS
North American Publishing Co.
545 Madison Ave.
New York, NY 10022
(212) 371-4100
Max Michelson, Jr., pub.
Norwood Shulman, adv. dir.
Business; Home/Family relations; Youth

MEDICAL/MRS. MAGAZINE
Hillbart Publications
Kirby Ln.
Rye, NY 10580
(914) 967-7173
Cynthia S. Smith, pub.
Lisa Young, adv. dir.
Home/Family relations; Women's interests

MESA MAGAZINE
Mesa Magazine, Inc.
526 E University Dr.
Mesa, AZ 85203
(602) 834-5045
Leslie Riell, pub.
Ronald Kell, adv. dir.
City/State/Regional

METRO-NEWARK!
Greater Newark Chamber of Commerce
50 Park Pl.
Newark, NJ 07102
(201) 624-6888
Steven Goldstein, adv. dir.
City/State/Regional; Entertainment; Lifestyle

METRO-THE MAGAZINE OF SOUTHEASTERN VIRGINIA
Metro Magazine, Inc.
304 Holiday Inn Scope
Norfolk, VA 23510
(804) 622-4122
William H. Candler, pub.
Lynn H. Jason, adv. dir.
City/State/Regional; Entertainment; Lifestyle

METROPOLITAN SUNDAY
Metropolitan Sunday Newspapers
260 Madison Ave.
New York, NY 10016
(212) 689-8200
Michael J. Veitch, adv. mgr.
A. F. Watkins, Jr., vp/dir. of sales
General editorial; Newspaper distributed magazines; Women's interests

MIAMI HERALD TROPIC MAGAZINE
The Miami Herald Publishing Co.
1 Herald Plaza
Miami, FL 33101
(305) 350-2576
Mr. Beverly R. Carter, gen. mgr.
John P. Kosanke, vp
General editorial; Newspaper distributed magazines

MIAMI MAGAZINE
Meyer Publications Inc.
3361 SW Third Ave.
Miami, FL 33145
(305) 856-5011
Sylvan H. Meyer, pub.
Richard N. Roffman, adv. dir.
City/State/Regional

MICHIGAN FARMER
The Harvest Publishing Co.
9800 Detroit Ave.
Cleveland, OH 44102
(216) 651-5500
Val Bradley, pres.
Charles Quindlen, sr. vp
Farm; Political/Social issues; Rural living

MICHIGAN LIVING
Automobile Club of Michigan
PO Box 150
Dearborn, MI 48126
(313) 336-1516
Neal K. Fenkell, adv. mgr.
Automotive; Travel

MICHIGAN OUT-OF-DOORS
Michigan United Conservation Clubs
PO Box 30235
Lansing, MI 48909
(517) 371-1041
Thomas L. Washington, pub.
Charles Tower, adv. dir.
Boating; Camping/Outdoor living; Men's interests

MILITARY BASE NEWSPAPERS(180 TITLES)
Military Media, Inc.
5 W 86 St.
New York, NY 10024
(212) 724-6707
John Bradbury, pub.
Rita Hirsch, adv. dir.
Military

MISSISSIPPI MAGAZINE
Jackson Magazine, Inc.
PO Box 16847
Jackson, MS 39216
(601) 366-6496
Herb Phillips & J.M. Phillips, pubs.
J.M. Phillips, adv. dir.
City/State/Regional; Entertainment; General editorial

MISSOURI LIFE MAGAZINE
Missouri Life, Inc.
216 E. McCarty
Jefferson City, MO 65101
(314) 635-7921
Clyde G. Lear, pub.
Robert Fowler, adv. dir.
City/State/Regional; General editorial; Lifestyle

MISSOURI RURALIST
The Harvest Publishing Co.
9800 Detroit Ave.
Cleveland, OH 44102
(216) 651-5500
Val Bradley, pres.
Charles Quindlen, sr. vp
Farm; Political/Social issues; Rural living

MODEL RAILROADER
Kalmbach Publishing Co.
1027 N Seventh St.
Milwaukee, WI 53233
(414) 272-2060
Fred Hamilton, adv. mgr.
Crafts/Hobbies

MODERN BRIDE
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3700
George E. Morrissey, pub.
Howard Friedberg, adv. dir.
Bridal; Women's interests

MODERN DRUMMER
Modern Drummer Publications, Inc.
1000 Clifton Ave.
Clifton, NJ 07013
(201) 778-1700
Ronald Spagnardi, pub.
Jean Mazza, adv. dir.
Entertainment

MODERN MATURITY
American Assn. of Retired Persons
420 Lexington Ave.
New York, NY 10170
(212) 599-1880
Hubert C. Pryor, pub.
A. T. 'Jim' Sutherland, Jr., adv. dir.
General editorial; Lifestyle; Senior citizens

MODERN PHOTOGRAPHY
ABC Leisure Magazines, Inc.
825 Seventh Ave.
New York, NY 10019
(212) 265-8360
Herbert Keppler, pub.
Howard Shaw, adv. dir.
Photography

MONEY
Time, Inc.
Time & Life Bldg., Rockefeller Cntr.
New York, NY 10020
(212) 841-4621
John U. Crandell, pub.
Daniel Zucchi, adv. dir.
Business; General editorial; Lifestyle

MONEYSWORTH
Avant-Garde Media, Inc.
251 W 57 St.
New York, NY 10019
(212) 581-2000, (800) 223-9800
Ralph Ginzburg, pub.
Bill Levine, adv. dir.
General editorial; Health; Men's interests

MONTANA MAGAZINE
Montana Magazine, Inc.
1611 Cedar
Helena, MT 59601
(406) 443-2842
Rick Graetz, pub.
City/State/Regional

MONTEREY LIFE (1/80)
550 Hartnell St.
Monterey, CA 93940
(408) 372-9200
Neale Johnson, pub.
John Doriss, adv. dir.
City/State/Regional; Lifestyle; Photography

MONTGOMERY WARD SALES CATALOGS (16 TITLES)
Montgomery Ward
410 N Michigan Ave.
Chicago, IL 60611
(312) 467-9494, NY (212) 889-8820
Sidney Doolittle, pub.
Robert Labudde, adv. dir.
Barney O'Hara (NY), adv. dir.
Frank Avery (AZ), adv. dir.
General editorial; Men's interests; National merchandise catalogs

MONTHLY DETROIT
Detroit Magazine Co.
1404 Commonwealth
Detroit, MI 48226
(313) 962-2350
Paul J. Lison, pub.
Thomas A. Jones, adv. dir.
City/State/Regional

MOON SIGN BOOK
Llewellyn Publications
213 E Fourth St.
St. Paul, MN 55101
(612) 291-1970
Jane Parranto, adv. dir.
Decorating/Gardening; Farm; Home/Family relations

THE MOTHER EARTH NEWS
The Mother Earth News, Inc.
PO Box 70
Hendersonville, NC 28791
(704) 693-0211
Robert M. Lieb, pub.
Beverly Rose, adv. dir.
Decorating/Gardening; General editorial; Lifestyle

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MOTHER JONES
Foundation for National Progress
625 Third St.
San Francisco, CA 94107
(415) 495-6326
Jacques Marchand, pub.
Judith Pollock, adv. dir.
General editorial; Political/Social issues; Women's interests

MOTOR BOATING & SAILING
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212) 262-8244
Robert J. O'Connor, pub.
David B. Fales, adv. mgr.
Boating; Men's interests; Sports

MOTOR TREND
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-5100, NY (212) 935-5190
R. E. Brawn, pub.
Jim Walsh (NY), sr. vp/corp. adv. dir.
Automotive; Men's interests

MOTORCYCLIST
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-5100, NY (212) 935-9150
Dick Lague, pub.
Jim Walsh (NY), sr. vp/corp. adv. dir.
Automotive

MOTORLAND
California State Auto Assn.
150 Van Ness Ave.
San Francisco, CA 94101
(415) 565-2454
William C. Ellis, editor
John Holmgren, bus. mgr.
Douglas Chambers, adv. mgr.
Automotive; Camping/Outdoor living; Travel

MPG (FALL/79)
Argus Publishers Corp.
12301 Wilshire Blvd., Ste. 316
Los Angeles, CA 90025
(213) 820-3601
George Elliott, pub.
Robert Emerson, adv. dir.
Automotive; Men's interests

MPLS. ST. PAUL
MSP Publications, Inc.
512 Nicollet Mall
Minneapolis, MN 55402
(612) 339-7571
Burton Cohen, pub.
Gary Johnson, adv. dir.
City/State/Regional; Entertainment; General editorial

MS.
Ms. Foundation for Education and Communication, Inc.
370 Lexington Ave.
New York, NY 10017
(212) 725-2666
Patricia Carbine, pub.
Anne Holton, adv. dir.
General editorial; News; Women's interests

MUSICIAN, PLAYER & LISTENER
Amordian Press, Inc.
42 Rogers St.
Gloucester, MA 01930
(617) 281-3110
Gordon Baird, pub.
Gary Krasner, adv. dir.
Entertainment

N

NASHVILLE TENNESSEAN SHOWCASE
Newspaper Printing Corp.
1100 Broadway
Nashville, TN 37202
(615) 255-1221
John Siegenthaler, pub.
Steve Harper, adv. dir.
Gary Cunningham, adv. mgr.
City/State/Regional; Entertainment; Newspaper distributed magazines

NASHVILLE!
Plus Media, Inc.
One Vantage Way Ste. 238
Nashville, TN 37228
(615) 259-4600
C. Turney Stevens, Jr., pub.
Wilson P. Burton, Jr., adv. dir.
City/State/Regional

THE NATION
72 Fifth Ave.
New York, NY 10011
(212) 242-8400
Hamilton Fish, III, pub.
Lindsey Weinraub, adv.mgr.
General editorial; News; Political/Social issues

NATION'S BUSINESS
Chamber of Commerce of the United States
1615 H St., NW
Washington, DC 20062
(212) 557-9887
David A. Roe, gen'l. mgr.
W. Brett Perrine, adv. dir.
Business

NATIONAL ENQUIRER
National Enquirer, Inc.
600 SE Coast Ave.
Lantana, FL 33464
(305) 586-1111, NY (212) 682-4022
Gene Pope, pub.
Ralph Gallagher, (NY) adv. dir.
General editorial

NATIONAL 4-H NEWS
National 4-H Council
7100 Connecticut Ave.
Washington, DC 20015
(301) 656-9000
Larry L. Krug, pub.
Patricia Diener, adv. dir.
Health; Home/Family relations; Youth

NATIONAL GEOGRAPHIC
National Geographic Society
1251 Ave. of Americas
New York, NY 10020
(212) 974-1700
Melville Bell Grosvenor, pres.
James Till, adv. dir.
General editorial

NATIONAL JEWISH MONTHLY
B'nai B'rith
1640 Rhode Island Ave., NW
Washington, DC 20036
(202) 857-6645, NY (212) 490-0243
Frank Holtzman, (NY) adv. dir.
Ethnic; Fraternal/Labor/Civic; Religion

NATIONAL LAMPOON
National Lampoon, Inc.
635 Madison Ave.
New York, NY 10022
(212) 688-4070
Gerald Taylor, pub.
Seena Harris, mktg. dir.
Entertainment

NATIONAL MOTORIST
National Automobile Club
One Market Plaza
San Francisco, CA 94105
(415) 777-4000
Hank Masler, adv. dir.
Automotive; Camping/Outdoor living; Travel

NATIONAL REVIEW
National Review, Inc.
150 E 35 St.
New York, NY 10016
(212) 679-7330
William Rusher, pub.
Robert F. Sennott, Jr., adv. dir.
Political/Social issues

NATURAL HISTORY
Natural History Sales
488 Madison Ave.
New York, NY 10022
(212) 826-9467
David D. Ryus, pub.
Katherine O. José, nat'l. adv. mgr.
Computers/Science/Technology; General editorial; Political/Social issues

NAVY TIMES
Army Times Publishing Co.
475 School St., SW
Washington, DC 20024
(202) 554-7239
Joseph G. Varga, adv. dir.
Military

NE SENIOR CITIZEN
Prime National Pub. Corp.
470 Boston Post Rd.
Weston, MA 02193
(617) 899-2702
Richard A. DeVito, pub./adv. dir.
Entertainment; Senior citizens

NEGRO TRAVELER & CONVENTIONEER
Travelers Research Publishing Co., Inc.
11717 S Vincennes Ave.
Chicago, IL 60643
(312) 881-3712
Clarence M. Markham, Jr., pub.
Clarence M. Markham, III, adv. dir.
Beauty/Fashion; Camping/Outdoor living; Entertainment

NEVADA MAGAZINE
Capitol Complex
Carson City, NV 89710
(702) 885-5416
Caroline Hadley, pub./adv. mgr.
Camping/Outdoor living; City/State/Regional; Entertainment

NEW ENGLAND BUSINESS
Yankee Press, Inc.
31 Milk St.
Boston, MA 02109
(617) 482-8200
C. Robertson Trowbridge, pub.
Lewis S. Dabney, adv. dir.
Business; City/State/Regional

THE NEW FARM
Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
John Haberern, pub.
Sandford T. Beldon, adv. dir.
Farm; Lifestyle; Rural living

NEW MEXICO MAGAZINE
Bataan Memorial Bldg.
Santa Fe, NM 87501
(505) 827-2642
Robert D. Davis, pub.
Art/Antiques; Photography; Travel

NEW ORLEANS MAGAZINE
ARC Corp.
PO Box 26215
New Orleans, LA 70126
(504) 246-2700
Ben Turner, pub.
Jane O. Molenaar, adv. dir.
Business; City/State/Regional; Entertainment

THE NEW REPUBLIC
1220 19 St. NW
Washington, DC 20036
(202) 331-7494
Martin Peretz, pub.
Joan M. Stapleton, adv. mgr.
Entertainment; Political/Social issues

NEW SHELTER (2/80)
Rodale Press, Inc.
33 E Minor St.
Emmaus, PA 18049
(215) 967-5171
Robert Teufel, pub.
Sandford T. Beldon, adv. dir.
Home/Family relations; Lifestyle; Mechanics

NEW WEST
New West Communications (Mediatex)
9665 Wilshire Blvd.
Beverly Hills, CA 90212
(213) 273-7516
T. Swift Lockard, assoc. pub.
P. Michael Callan, adv. dir.
City/State/Regional; Lifestyle; News

NEW WOMAN
Allied Publications
314 Royal Poinciana Way
Palm Beach, FL 33480
(305) 833-4583
Margaret Harold, pub.
Nancy Christie, adv. dir.
Lifestyle; Women's interests; Working women

NEW WORLDS OF ORANGE COUNTY
The Irvine Co.
16630 Aston Ave.
Irvine, CA 92714
(714) 979-9930
C. Thomas Wilck, pub.
W. Clark Graves, adv. dir.
City/State/Regional; General editorial; Lifestyle

NEW YORK ISLANDERS OFFICIAL PROGRAM MAGAZINE
Professional Sports Publications
600 Third Ave.
New York, NY 10016
(212) 697-1460
Andrew Goodman, pub.
Barry N. Gottlieb, adv. dir.
Entertainment; Men's interests; Sports

NEW YORK MAGAZINE
New York Magazine Co.
755 Second Ave.
New York, NY 10017
(212) 880-0700
Kathleen Black, pub.
David O'Brasky, adv. dir.
City/State/Regional; Entertainment; General editorial

NEW YORK MOTORIST
Automobile Club of New York
28 E 78 St.
New York, NY 10021
(212) 586-1166
Martin Gilfeather, adv. dir.
Automotive; Camping/Outdoor living; Travel

NEW YORK NEWS FOR KIDS
Hugo Dunhill Mailing Lists, Inc.
630 Third Ave.
New York, NY 10017
(212) 682-8030
Priscilla Dunhill, pub.
Andrea Sciolla, adv. dir.
Entertainment; News; Youth

NEW YORK REVIEW OF BOOKS
NYREV, Inc.
250 W 57 St.
New York, NY 10019
(212) 757-8070
A. Whitney Ellsworth, pub.
Kathy Jones, adv. dir.
Entertainment

NEW YORK SUNDAY NEWS MAGAZINE
New York Daily News
220 E 42 St.
New York, NY 10017
(212) 949-1234
Robert M. Hunt, pub.
Arthur E. Wible, adv. dir.
Newspaper distributed magazines

NEW YORK TIMES MAGAZINE
The New York Times Co.
229 W 43 St.
New York, NY 10036
(212) 556-1234
Arthur Ochs Sulzberger, pub.
Lance Primis, adv. dir.
Newspaper distributed magazines

NEW YORK YANKEES SCOREBOOK & OFFICIAL MAGAZINE
Saxton Communications Group, Ltd.
605 Third Ave.
New York, NY 10158
(212) 953-1300
Michael J. Enzer, pub.
Robert N. Sloan, adv. dir.
Sports

THE NEW YORKER
The New Yorker Magazine, Inc.
25 W 43 St.
New York, NY 10036
(212) 840-3800
Peter F. Fleischmann, pub.
Robert Young, adv. dir.
General editorial

NEWSWEEK
Newsweek, Inc.
444 Madison Ave.
New York, NY 10022
(212) 350-2000
Charles J. Kennedy, pub.
James W. Allbaugh, adv. dir.
News

NEWSWEEK WOMAN (2/80)
Newsweek, Inc.
444 Madison Ave.
New York, NY 10022
(212) 350-2000
Charles J. Kennedy, pub.
James W. Allbaugh, adv. dir.
News; Women's interests; Working women

NEXT (MARCH/APRIL 1980)
Litton, Inc.
708 Third Ave.
New York, NY 10017
(212) 599-1840
Stephen Blacker, pub.
Jeff Diskin, adv. dir.
Electronics; General editorial; Lifestyle

THE 1981 CYCLE BUYERS GUIDE
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3800
P. Thomas Sargent, pub.
Jack Kohr, adv. dir.
Automotive

99 IC PROJECTS
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Joel Davis, pub.
Julian S. Martin, adv. dir.
Electronics

NRTA JOURNAL(NATIONAL RETIRED TEACHERS ASSOC.)
NRTA/AARP - Maturity Magazines Group
420 Lexington Ave.
New York, NY 10170
(212) 599-1880
Hubert C. Pryor, pub.
A. T. 'Jim' Sutherland, Jr., adv. dir.
General editorial; Lifestyle; Senior citizens

NUESTRO
Nuestro Publications, Inc.
1140 Ave. of the Americas
New York, NY 10036
(212) 730-0190
Daniel M. Lopez, pub.
Ramon L. Calderon, adv. dir. (eastern)
Frank J. Shiell, adv. dir. (western)
Entertainment; General editorial; Political/Social issues

NUMISMATIC NEWS
Krause Pub.
700 E State St.
Iola, WI 54945
(715) 445-2214
Clifford Mishler, pub.
Joe Jones, adv. dir.
Art/Antiques; Crafts/Hobbies

NUTRITION HEALTH REVIEW
143 Madison Ave.
New York, NY 10016
(212) 679-3590
Frank Ray Rifkin, pub.
Andrew Rifkin, adv. dir.
Food/Home entertainment; Health

O

OFF-ROAD
Argus Publishers Corp.
12301 Wilshire Blvd.
Los Angeles, CA 90025
(213) 820-3601
George Elliott, pub.
Jerry Ballard, adv. dir.
Automotive; Men's interests

OHIO FARMER
The Harvest Publishing Co.
9800 Detroit Ave.
Cleveland, OH 44102
(216) 651-5500
Val Bradley, pres.
Charles Quindlen, sr. vp
Farm; Political/Social issues; Rural living

OHIO MAGAZINE
O Magazine, Inc.
40 S Third St.
Columbus, OH 43215
(614) 461-5083
Melvin E. Tharp, pub.
Michael Lovette, adv. dir.
City/State/Regional

OHIO MOTORIST
AAA-Ohio Motorists Assn.
6000 S Marginal Rd.
Cleveland, OH 44103
(216) 361-6216
Alfred K. Murway, Jr., pub.
William R. Close, adv. dir.
Automotive; Travel

OLD CARS PRICE GUIDE
Krause Publications, Inc.
700 E State St.
Iola, WI 54945
(715) 445-2214
Le Roi Smith, pub.
Robert C. Lichty, adv. dir.
Automotive; Crafts/Hobbies; General editorial

OLD CARS WEEKLY
Krause Publications, Inc.
700 E State St.
Iola, WI 54945
(715) 445-2214
LeRoi C. Smith, pub.
Robert Lichty, adv. dir.
Automotive; Mechanics; Sports

THE OLD FARMER'S ALMANAC
Yankee, Inc.
Dublin, NH 03444
(603) 563-8111
Rob Trowbridge, pub.
Robert P. Pettegrew, adv. dir.
Farm; Rural living

OMAHA
Omaha, the City Magazine, Inc.
1517 Harney
Omaha, NE 68102
(402) 342-8365
Dick Mueller, pub.
Ellen Collins, adv. dir.
City/State/Regional

OMNI
909 Third Ave.
New York, NY 10022
(212) 593-3301
Bob Guccione & Kathy Keeton, pubs.
Beverly Wardale, adv. dir.
Computers/Science/Technology; General editorial; Political/Social issues

ONCOMPUTING
BYTE Publications
70 Main St.
Peterborough, NH 03458
(603) 924-9281
Virginia Londoner, pub.
Thomas Harvey, adv. dir.
Computers/Science/Technology; Electronics

101 ELECTRONICS PROJECTS
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Joel Davis, pub.
Julian S. Martin, adv. dir.
Electronics

1,001 DECORATING IDEAS
Family Media, Inc.
149 Fifth Ave.
New York, NY 10010
(212) 677-0870
Robert E. Riordan, pub.
Philip J. Titolo, adv. dir.
Decorating/Gardening; Lifestyle

OPERA NEWS
Metropolitan Opera Guild
1865 Broadway
New York, NY 10023
(212) 582-3285
C.J. Luten, adv. dir.
Entertainment; Food/Home entertainment

ORANGE COUNTY HOME AND GARDEN (11/79)
McFadden Publishing, Inc.
1465 S Coast Highway
Laguna Beach, CA 92651
(714) 497-1727
Michael McFadden, pub.
Michelle Moore, adv. dir.
City/State/Regional; Decorating/Gardening

OREGON MAGAZINE
New Oregon Publishers, Inc.
208 SW Stark, Ste. 500
Portland, OR 97204
(503) 223-0304
Win McCormack, pub.
Robert Brands, adv. dir.
City/State/Regional

ORGANIC GARDENING
Rodale Press, Inc.
33 E Minor St.
Emmaus, PA 18049
(215) 967-5171
Sandford T. Beldon, pub.
James W. Stitt, adv. mgr.
Decorating/Gardening; Home/Family relations; Lifestyle

ORLANDO-LAND MAGAZINE
Orlando-land Publishing Co.
742 Clay St.
Winter Park, FL 32789
(305) 644-3355
E.L. Prizer, pub.
Louise Beltron, adv. dir.
Business; Entertainment; Lifestyle

OUI
Playboy Publications, Inc.
747 Third Ave.
New York, NY 10017
(212) 593-3670
Hugh Hefner, pub.
Jim Brown, adv. dir.
Men's interests

OUTDOOR LIFE
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212) 687-3000
Stuart Bernard, vp/publisher
Louis Page, adv. dir.
Camping/Outdoor living; Men's interests; Sports

OUTSIDE MAGAZINE
Outside Magazine
3401 W Division St.
Chicago, IL 60601
(312) 342-7777
Donald Welsh, pub.
Anne Clemmer, adv. dir.
Camping/Outdoor living; Men's interests; Sports

OZARK FLIGHTIME
East/West Network, Inc.
34 E 51 St.
New York, NY 10022
(212) 888-5900
Jeffrey S. Butler, pub.
John F. Dunn, adv. dir.
Flying; Inflight

P

PACIFIC BOATING ALMANAC
Western Marine Enterprises, Inc.
PO Box Q
Ventura, CA 93002
(805) 644-6043
Barry Labow, pub.
June Berssen, adv. dir.
Boating

PACIFIC NORTHWEST
Pacific Search Communications
222 Dexter Ave., N
Seattle, WA 98109
(206) 682-2704
Harriet Bullitt, pub.
Carolyn K. Colvin, adv. dir.
Camping/Outdoor living; City/State/Regional

PAG (PETERSEN ACTION GROUP) (9 TITLES)
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-5100, NY (212) 935-9150
Jim P. Walsh (NY), sr. vp/corp. adv. dir.
Automotive; Camping/Outdoor living; Men's interests

PALM BEACH LIFE MAGAZINE
PO Box 1176
Palm Beach, FL 33480
(305) 655-5755
Agnes Ash, pub.
Jerry Hastings, adv. dir.
Beauty/Fashion; City/State/Regional; Decorating/Gardening

PAN AM CLIPPER
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-7221
Robert Bader, pub.
Jerry DeSantis, adv. dir.
Inflight; Men's interests; Travel

PANORAMA
Triangle Communications Inc.
850 Third Ave.
New York, NY 10022
(212) 759-8100
Frank G. Wolf, pub.
Robert G. Baumler, adv. dir.
Entertainment

PANORAMA MAGAZINE BOSTONS OFFICIAL GUIDE
Panorama Magazine
263 Summer St.
Boston, MA 02210
(617) 423-3400
Rita K. Fucillo, pub.
K. Mac Thames, adv. dir.
City/State/Regional; Entertainment

PARADE
Parade Publications
750 Third Ave.
New York, NY 10017
(212) 573-7000
W. J. Reynolds, pub.
James Martise, adv. dir.
General editorial; Newspaper distributed magazines

PARAPLEGIA NEWS
5201 N 19 Ave., Ste. 108
Phoenix, AZ 85015
(602) 246-9426
Cliff Crase, pub.
Sherri Shea, adv. dir.
City/State/Regional; Health; Political/Social issues

PARENTS
Parents Mag. Ent., Div. of Gruner & Jahr, USA, Inc.
685 Third Ave.
New York, NY 10017
(212) 878-8700
John G. Hahn, pub./adv. dir.
Beauty/Fashion; Home/Family relations; Women's interests

PASSAGES
Webb Publishing Co.
1999 Shepard Rd.
St. Paul, MN 55116
(612) 647-7323
Robert Halverson, adv. dir.
Business; General editorial; Inflight

PD
St. Louis Post-Dispatch
900 N Tucker Blvd.
St. Louis, MO 63101
(314) 622-7000
Joseph Pulitzer, Jr., pub.
Edward B. Newsome, adv. dir.
Newspaper distributed magazines

PENNSYLVANIA FARMER
The Harvest Publishing Co.
9800 Detroit Ave.
Cleveland, OH 44102
(216) 651-5500
Val Bradley, pres.
Charles Quindlen, sr. vp/adv. dir.
Farm; Political/Social issues; Rural living

PENTHOUSE
Penthouse International, Ltd.
909 Third Ave.
New York, NY 10022
(212) 593-3301
Bob Guccione & Kathy Keeton, pubs.
Marianne Howatson, sr. vp
Entertainment; General editorial; Men's interests

PEOPLE WEEKLY
Time, Inc.
Time & Life Bldg, Rockefeller Center
New York, NY 10020
(212) 586-1212
Richard J. Durrell, pub.
Richard B. Thomas, adv. sales mgr.
John J. Crowley, adv. sales mgr.
General editorial; News; Women's interests

PETERSEN MOTOR GROUP (5 TITLES)
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-5100
Ralph Painico, adv. dir.
Automotive

PETERSEN'S PHOTOGRAPHIC
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-5100, NY (212) 935-9150
Paul Farber, pub.
Jim P. Walsh (NY), sr. vp/corp. adv. dir.
Photography

PHILADELPHIA BULLETIN'S TELEVISION SPORTS (9/80)
30th & Market Sts.
Philadelphia, PA 19101
(215) 662-7540
N. S. Hayden, pub.
Robert Keim, adv. dir.
Entertainment; Newspaper distributed magazines; Sports

PHILADELPHIA INQUIRER'S "TODAY"
Philadelphia Inquirer
400 N Broad St.
Philadelphia, PA 19101
(215) 854-2405
John B. Parichy, adv. dir.
Newspaper distributed magazines

PHILADELPHIA MAGAZINE
Municipal Publications, Inc.
1500 Walnut St.
Philadelphia, PA 19102
(215) 545-3500
D. Herbert Lipson, pub.
Frank X. DeLone, vp/adv. dir.
City/State/Regional

PHOENIX MAGAZINE
Phoenix Magazine Publishing, Inc.
4707 N 12 St.
Phoenix, AZ 85014
(602) 248-8900
Kenneth A. Welch, pub.
Richard D. Moore, adv. dir.
City/State/Regional

PICKUP, VAN & 4WD
CBS Publications
1499 Monrovia Ave.
Newport Beach, CA 92663
(714) 646-4451
Richard Bartkus, pub.
Brian Van Mols, adv. dir.
Automotive

PITTSBURGH PRESS SUNDAY ROTO MAGAZINE
The Pittsburgh Press Co.
34 Blvd. of the Allies
Pittsburgh, PA 15222
(412) 263-1100
Thomas R. Gormley, adv. dir.
General editorial; Newspaper distributed magazines

PITTSBURGHER MAGAZINE
City Communications, Inc.
Express House/Station Sq.
Pittsburgh, PA 15219
(412) 281-9716
Richard M. Scaife, pub.
Nick Poulos, adv. dir.
City/State/Regional; Entertainment; Political/Social issues

PLAYBILL-BOSTON
Playbill Magazine
263 Summer St.
Boston, MA 02210
(617) 423-3400
Rita K. Fucillo, pub.
K. Mac Thames, adv. dir.
Entertainment

PLAYBILL-NEW YORK
American Theatre Press
151 E 50 St.
New York, NY 10022
(212) 751-9550
Arthur T. Birsh, pub.
L. Robert Charles, adv. dir.
Beauty/Fashion; Entertainment; Lifestyle

PLAYBOY
Playboy Enterprises, Inc.
747 Third Ave.
New York, NY 10017
(212) 688-3030
Hugh Hefner, pub.
Nat Lehrman, assoc. pub.
Henry W. Marks, adv. dir.
Lifestyle; Men's interests

PLAYERS
Players Int'l. Publications
8060 Melrose Ave.
Los Angeles, CA 90046
(213) 653-8060, NY (212) 923-8810
Mitch Napier (NY), adv. dir.
Ethnic; Men's interests

PLAYGIRL
Ritter/Geller Communications
3420 Ocean Park Blvd.
Santa Monica, CA 90405
(213) 450-0900
Ira Ritter, pub.
Ivan Nesser, adv. dir.
Beauty/Fashion; Entertainment; General editorial

PLEASURE BOATING
Graphcom Publishing, Inc.
1995 NE 150 St.
N Miami, FL 33181
(305) 945-7403
Robert L. Ulrich, pub.
Boating; Camping/Outdoor living

POOLIFE
Olin Corp.
120 Long Ridge Rd.
Stamford, CT 06904
(203) 356-2484
Eileen Sharkey, pub.
Dory Mele, adv. dir./mng. editor
Food/Home entertainment; Home/Family relations; Lifestyle

POPULAR ELECTRONICS
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3568
Joe Mesics, pub.
Dick Govatsky, adv. dir.
Computers/Science/Technology; Electronics; Mechanics

POPULAR ELECTRONICS ELECTRIC EXPERIMENTERS' HANDBOOK
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3568
Joe Mesics, pub.
Dick Govatsky, adv. dir.
Computers/Science/Technology; Electronics; Mechanics

POPULAR HOT RODDING
Argus Publishers Corp.
12301 Wilshire Blvd.
Los Angeles, CA 90025
(213) 820-3601
George Elliott, pub.
Bill Lloyd, adv. dir.
Automotive; Men's interests

POPULAR MECHANICS
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212) 262-4282
Joseph F. Kern, pub.
Daniel J. Coleman, adv. dir.
Automotive; Mechanics; Men's interests

POPULAR PHOTOGRAPHY
Ziff Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3807
Sid Holtz, pub.
Julian Weiss, adv. dir.
Photography

POPULAR PHOTOGRAPHY'S PHOTO DIRECTORY & BUYING GUIDE
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3807
Sid Holtz, pub.
Julian Weiss, adv. dir.
Photography

POPULAR PHOTOGRAPHY'S PHOTOGRAPHY ANNUAL
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3807
Sid Holtz, pub.
Julian Weiss, adv. dir.
Photography

POPULAR SCIENCE
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212) 687-3000
Francis X. Wilkinson, pub.
Francis F. Marshall, adv. mgr.
Automotive; Electronics; Men's interests

PORTFOLIO-THE MAGAZINE OF THE VISUAL ARTS
Grosvenor Publications, Inc.
271 Madison Ave.
New York, NY 10016
(212) 686-2112
Edwin S. Grosvenor, pub.
Joel A. Berger, adv. sales dir.
Art/Antiques; General editorial; Photography

POWDER
Surfer Publishing Group
33046 Calle Aviador
San Juan Capistrano, CA 92675
(714) 496-5922
Jake Moe, pub.
Frank Earle, adv. dir.
Men's interests; Photography; Sports

PRACTICAL HORSEMAN
Pennsylvania Horse, Inc.
225 S Church St.
West Chester, PA 19380
(215) 692-6220
C.T. Fuller, pub.
Cynthia Troy, adv. dir.
Horses

PREVENTION
Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Marshall Ackerman, pub.
Jules Richards, adv. dir.
General editorial; Health; Women's interests

PRIME TIME
Prime Time Publications, Inc.
1700 Broadway
New York, NY 10019
(212) 977-7150
Barbara V. Hertz, pub.
David O'Brasky, exec. vp
General editorial; Home/Family relations; Travel

PRO FOOTBALL WEEKLY
2800 W Peterson Ave.
Chicago, IL 60659
(312) 338-2000
Hub Arkush, pub.
Richard Arkush, adv. dir.
Men's interests; Sports

PRO QUARTERBACK
Arden Communications
PO Box 99
Amawalk, NY 10501
(914) 962-7570
John McCluskey, pub.
Christopher Hammond, adv. dir.
Men's interests; Sports

PROGRESSIVE FARMER
Progressive Farmer Co.
PO Box 2581
Birmingham, AL 35202
(205) 870-4440, NY (212) 986-9010
Emory Cunningham, pres./pub.
Jerry Jehle, vp/adv. dir.
Farm; Rural living

PROMENADE MAGAZINE
Promenade Magazines, Inc.
45 E 45 St.
New York, NY 10017
(212) 697-0434
James M. White, pub.
Cindi Bishop, adv. dir.
Beauty/Fashion; City/State/Regional; Entertainment

PSA MAGAZINE
East/West Network, Inc.
34 E 51 St.
New York, NY 10022
(212) 888-5900
Jeffrey S. Butler, pub.
John F. Dunn, adv. mgr.
Flying; Inflight

PSYCHOLOGY TODAY
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-7495
Gerry Hotchkiss, pub.
Donald Reis, adv. dir.
General editorial; Lifestyle; Political/Social issues

PSYCHOLOGY TODAY-WOMEN'S EDITION (11/80)
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-7494
Gerry Hotchkiss, pub.
Don Reis, adv. dir.
General editorial; Women's interests; Working women

PUBLIC BROADCASTING MAGAZINE NETWORK (36 TITLES)
National Mediarep Corp.
111 John St.
New York, NY 10038
(212) 732-6272
Harvey Oshinsky, pub./adv. dir.
Entertainment

Q

QUEST/80
1133 Ave. of the Americas
New York, NY 10036
(212) 764-3400
Robert Shnayerson, pub.
George K. Smith, adv. dir.
General editorial

QST
American Radio Relay League, Inc.
225 Main St.
Newington, CT 06111
(203) 667-2494
Lee Aurick, adv. dir.
Computers/Science/Technology; Electronics

R

RACE & RALLY
Snowmobiler Publications, Inc.
PO Box 993
Alexandria, MN 56308
(612) 763-5411
Jim Beilke, pub./adv. dir.
Camping/Outdoor living; Mechanics; Sports

RACING DIGEST
Racing Digest Publishing Co., Inc.
PO Box 101
York, PA 17315
(717) 292-5608
Cole Atwood, pub.
H. William Barkby, adv. dir.
Farm; Horses

RACQUETBALL
Towery Press, Inc.
1535 E Brooks Rd.
Memphis, TN 38116
(901) 345-8000
J. Robert Towery, pub.
Mark J. Seitman, adv. dir.
Sports

[1]Sold to East/West Network effective January, 1981.

RAILFAN & RAILROAD
Carstens Publications, Inc.
PO Box 700
Newton, NJ 07860
(201) 383-3355
Harold Carstens, pub.
Wayne Daniels, adv. dir.
Crafts/Hobbies; Men's interests; Travel

RAILROAD MODEL CRAFTSMAN
Carstens Publications, Inc.
PO Box 700
Newton, NJ 07860
(201) 383-3355
Harold H. Carstens, pub.
Wayne Daniels, adv. dir.
Crafts/Hobbies; Men's interests; Travel

RAND MCNALLY CAMPGROUND & TRAILER PARK GUIDE
Rand McNally & Co.
PO Box 728
Skokie, IL 60076
(312) 673-9100
Donald F. Carey, pub.
Millie Newman, adv. dir.
Camping/Outdoor living; Men's interests; Sports

RAVINIA FESTIVAL PROGRAM
Midwest Publishing Co., Inc.
8328 N Lincoln Ave.
Skokie, IL 60077
(312) 674-0734
Len Berman, pub.
Al Berman, adv. dir.
Entertainment

READER'S DIGEST
Reader's Digest Assn., Inc.
200 Park Ave.
New York, NY 10017
(212) 972-4000
Richard F. McLoughlin, pub.
James T. Sheridan, adv. dir.
General editorial

REALITÉS
Realités U.S.A. Publications, Inc.
1270 Ave. of the Americas
New York, NY 10020
(212) 586-0050
Paul Jacquet, pub.
Brendan J. Kelly, adv. dir.
Art/Antiques; Lifestyle; Travel

REDBOOK
Redbook Publishing Co.
230 Park Ave.
New York, NY 10017
(212) 983-3200
Peter S. Chidsey, pub.
Brian E. McCabe, adv. dir.
Beauty/Fashion; Lifestyle; Women's interests

RELIGIOUS HOME UNIT (3 TITLES)
Allan E. Shubert Co.
198 Allendale Rd.
King of Prussia, PA 19406
(215) 265-0648
Home/Family relations; Lifestyle; Religion

REPUBLIC SCENE[1]
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-7221
Robert Bader, pub.
Jerry DeSantis, adv. dir.
Inflight; Men's interests; Travel

THE RETIRED OFFICER
The Retired Officers Assn.
201 N Washington St.
Alexandria, VA 22314
(703) 549-2311
Minter L. Wilson, Jr., editor
Ronald P.H. Antaya, adv. dir.
Military; News; Senior citizens

RETIREMENT LIFE
Nat'l. Assn. of Retired Federal Employees
1533 New Hampshire Ave.
Washington, DC 20036
(202) 232-4000
Bobbi Beck, adv. dir.
News; Political/Social issues; Senior citizens

RICHMOND LIFESTYLE
Lifestyle Communications Co.
701 E Franklin St., Ste. 1100
Richmond, VA 23219
(804) 644-1800
Charles G. Meyst, pub.
Richard D. Foaté, adv. dir.
City/State/Regional; General editorial; Lifestyle

ROAD & TRACK
CBS Publications
1499 Monrovia Ave.
Newport Beach, CA 92663
(714) 646-4455, NY (212) 975-7401
Richard Bartkus, pub.
H. Clifford Parris (NY), adv. dir.
Automotive

ROAD KING
William A. Coop, Inc.
233 E Erie
Chicago, IL 60611
(312) 664-2959
William A. Coop, pub.
Richard Hanrahan, adv. dir.
Men's interests

THE ROANOKER
Leisure Publishing, Co.
3536 Brambleton Ave.
Roanoke, VA 24018
(703) 989-6138
Richard Wells, pub.
Jay Rowe, adv. dir.
City/State/Regional; General editorial

ROLLERSKATING
Surfer Publishing Group
33046 Calle Aviador
San Juan Capistrano, CA 92675
(714) 496-5922
Dave Dash, pub.
Phil Albright, adv. dir.
Entertainment; Lifestyle; Sports

ROLLING STONE
745 Fifth Ave.
New York, NY 10022
(212) 758-3800
Jann S. Wenner, pub.
D. Claeys Bahrenburg, vp/assoc. pub.
Billy David, adv. mgr.
Entertainment; General editorial; Men's interests

THE ROTARIAN
Rotary International
1600 Ridge Ave.
Evanston, IL 60201
(312) 328-0100
Lawrence S. Klepfer, adv. dir.
Business; Fraternal/Labor/Civic; Men's interests

THE RUNNER
New Times Communications
One Park Ave.
New York, NY 10016
(212) 889-6900
George A. Hirsch, pub.
John Cabell, adv. mgr.
Lifestyle; Sports

RUNNER'S WORLD
Runner's World Magazine Co.
1400 Stierlin Rd.
Mountain View, CA 94042
(415) 965-8777
John R. Anderson, pub.
Larry Tunis, adv. dir.
Sports

S

SACRAMENTO MAGAZINE
Jonsson Communications Corp.
1207 Front St.
Sacramento, CA 95814
(916) 446-7548
Jack Kliger, adv. dir.
City/State/Regional; Entertainment; Food/Home entertainment

SAIL
Sail Publications, Inc.
34 Commercial Wharf
Boston, MA 02110
(617) 227-0888
Donald A. Macaulay, pub.
Ian A. Duncan, adv. dir.
Boating; Men's interests; Sports

SAILBOAT & EQUIPMENT DIRECTORY
Sail Publications, Inc.
38 Commercial Wharf
Boston, MA 02110
(617) 227-0888
Donald A. Macaulay, pub.
Ian A. Duncan, adv. dir.
Boating

SAILING
125 E Main St.
Port Washington, WI 53074
(414) 284-2626
William F. Schanen, III, pub.
John F. Price, adv. dir.
Boating; Photography; Sports

SALESMAN'S OPPORTUNITY
Opportunity Press, Inc.
6 N Michigan Ave., Ste. 1405
Chicago, IL 60602
(312) 346-4790
Virginia M. Cooling, adv. mgr.
Barney Kingston, merchandising mgr.
Business; Working women

SALT WATER SPORTSMAN
Salt Water Sportsman, Inc.
10 High St.
Boston, MA 02110
(617) 426-4074
Henry Lyman, pub.
E.F. 'Spider' Andresen, adv. dir.
Boating; Camping/Outdoor living; Food/Home entertainment

SAN DIEGO MAGAZINE
San Diego Magazine Publishing Co.
3254 Rosecrans St.
San Diego, CA 92110
(714) 225-8953
Edwin Self & Gloria Self, pubs.
Elizabeth Zongker, adv. dir.
City/State/Regional; Entertainment; General editorial

SAN FRANCISCO BUSINESS JOURNAL
Cordovan Publishing
745 Stevenson
San Francisco, CA 94103
(415) 552-7690
Patricia A. Macholl, adv. dir.
Business; City/State/Regional

SAN FRANCISCO EXAMINER'S CALIFORNIA LIVING
925 Mission St.
San Francisco, CA 94103
(415) 777-5700
R. Murphy, pub.
Kenneth L. Weakley, adv. dir.
City/State/Regional; Newspaper distributed magazines

SAN FRANCISCO FOCUS
KQED, Inc.
500 Eighth St.
San Francisco, CA 94103
(415) 553-2120
Tony Tiano, pub.
Earl Adkins, adv. dir.
City/State/Regional; Entertainment; Lifestyle

SAN FRANCISCO MAGAZINE
973 Market St.
San Francisco, CA 94103
(415) 777-5555
James C. Clark, pub.
Dan Obst, assoc. pub./dir. of mktg.
City/State/Regional

SANDLAPPER, THE MAGAZINE OF SOUTH CAROLINA
Greystone Publishers, Inc.
3830 Forest Drive
Columbia, SC 29202
(803) 738-9586
Gerald D. Drucker, pub.
Charles Alexander, adv. dir.
City/State/Regional

SANTA BARBARA MAGAZINE
The California Press, Inc.
123 W Padre
Santa Barbara, CA 93105
(805) 682-7177
David W. Fritzen, pub.
Donald V. Fritzen, adv. dir.
City/State/Regional

THE SATURDAY EVENING POST
The Curtis Publishing Co.
1100 Waterway Blvd.
Indianapolis, IN 46202
(317) 634-1100
Cory SerVaas, M.D., pub.
Donald Sutton, mktg. dir.
General editorial; Home/Family relations; Women's interests

SATURDAY REVIEW
Macro Communications, Inc.
150 E 58 St.
New York, NY 10022
(212) 826-4360
Robert I. Weingarten, pub.
Jim Mason, adv. dir.
Entertainment; General editorial

SAVVY (11/79)
Savvy Corp.
111 Eighth Ave.
New York, NY 10011
(212) 255-0990
Alan Bennett, pub.
Anne Bedell, adv. dir.
Business; Lifestyle; Working women

SCENE MAGAZINE
The Dallas Morning News
Communications Center
Dallas, TX 75265
(214) 745-8560
Joe M. Dealey, pub.
Harry M. Stanley, Jr., adv. dir.
City/State/Regional; Food/Home entertainment; Newspaper distributed magazines

SCHOLASTIC COACH
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212) 944-7700
M. Arthur Neiman, pub.
Walter T. Hasson, adv. dir.
Sports

SCHOLASTIC SENIOR HIGH SCHOOL MARKET (5 TITLES)
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212) 944-7700
Steven C. Swett, pub.
Edward Chenetz, adv. dir.
Youth

SCHOOL GUIDE
The Catholic News Publishing Co.
80 W Broad St.
Mt. Vernon, NY 10552
(914) 664-8100
Victor L. Ridder, pub.
Thomas M. White, adv. dir.
College

SCIENCE & ELECTRONICS
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Joel Davis, pub.
Julian S. Martin, adv. dir.
Computers/Science/Technology; Crafts/Hobbies; Electronics

SCIENCE DIGEST (NOV/DEC 1980)
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212) 262-5700
Charles Mandel, pub.
Woody Katsoff, adv. mgr.
Computers/Science/Technology; Mechanics; Men's interests

SCIENCE 80
American Assn. for the Advancement of Science
1515 Massachusetts Ave., NW
Washington, DC 20005
(202) 467-5200, NY (212) 921-9488
Allen Hammond, editor
Marjorie Weiss, adv. dir.
Computers/Science/Technology; General editorial

SCIENTIFIC AMERICAN
Scientific American, Inc.
415 Madison Ave.
New York, NY 10017
(212) 754-0550
Gerard Piel, pub.
John Kirby, vp/adv. dir.
Business; General editorial

SCOTTSDALE! (12/79)
Scottsdale Communications
7020 Third Ave.
Scottsdale, AZ 85251
(602) 994-9630
Karl D. Stout, pub.
Cathy A. Smaha, adv. dir.
Business; City/State/Regional; General editorial

SCOUTING
Boy Scouts of America
271 Madison Ave.
New York, NY 10016
(212) 532-0985
Warren Erhardt, pub.
Robert L. Goldsmith, adv. dir.
Camping/Outdoor living; Fraternal/Labor/Civic; Home/Family relations

SEASCENE (PACQUET CRUISES) (1981)
TL Enterprises
29901 Agoura Rd.
Agoura, CA 91301
(213) 991-4980
Denis Rouse, pub.
Lee Berger, adv. dir.
Travel

SEE MAGAZINES (16 TITLES)
Brownell Assoc., Inc.
3675 Clark Rd.
Sarasota, FL 33583
(813) 922-3575
William P. Brownell, Jr., pub.
George W. Page, adv. dir.
Entertainment; Food/Home entertainment; Travel

SELF MAGAZINE
Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212) 880-8800
Verne F. Westerberg, pub.
J. Kevin Madden, adv. dir.
Beauty/Fashion; Women's interests

SENIOR AMERICAN NEWS
Prime National Pub. Corp.
470 Boston Post Rd.
Weston, MA 02193
(617) 899-2702
Richard A. DeVito, pub./adv. dir.
Entertainment; Senior citizens

SERGEANTS
Air Force Sergeants Assn.
PO Box 31050
Washington, DC 20031
(301) 899-3500
Frank C. Fini, pub.
Robert Silverstein, adv. dir.
Military

SEVENTEEN
Triangle Communications, Inc.
850 Third Ave.
New York, NY 10022
(212) 759-8100
Frank G. Wolf, pub.
Robert S. Bunge, adv. dir.
Beauty/Fashion; Women's interests; Youth

73 MAGAZINE
Wayne Green, Inc.
Pine St.
Peterborough, NH 03458
(603) 924-7138
Wayne Green, pub.
Jim Gray, adv. dir.
Crafts/Hobbies; Electronics

SHEET MUSIC
Sheet Music Magazine
223 Katonah Ave.
Katonah, NY 10536
(914) 232-8108
Edward J. Shanaphy, pub.
Lorraine Haddock, adv. asst.
Entertainment

SHENANDOAH VALLEY MAGAZINE
Shenandoah Valley Magazine Corp.
PO Box 1338
Staunton, VA 24401
(703) 885-0388
Jeffrey Wexler, pub.
Hunter S. Pierce, III, adv. dir.
City/State/Regional; Decorating/Gardening; Rural living

SIERRA
Sierra Club
530 Bush St.
San Francisco, CA 94108
(415) 981-8634
Frances Gendlin, pub.
Vivi Lazarus, adv. dir.
Camping/Outdoor living; Political/Social issues; Sports

SIGNATURE
Signature Magazine
880 Third Ave.
New York, NY 10022
(212) 888-9450
Harry Egner, pub.
Donald Hanrahan, adv. dir.
Entertainment; Men's interests; Travel

16 MAGAZINE
16 Magazine, Inc.
157 W 57 St.
New York, NY 10019
(212) 489-7220, 986-8993
Katherine Young, pub.
Bonnie Gorman, adv. dir.
Entertainment; Romance/Fan; Youth

SKI
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212) 687-3000
George Bauer, pub.
Terry Moyes, adv. dir.
Sports

SKIERS ALMANAC
College Tower Publications
939 W College St., Ste. 309
Los Angeles, CA 90012
(213) 628-1770
Russ Tiffany, pub.
Mary Ann Warren, adv. dir.
Camping/Outdoor living; Sports; Travel

SKIER'S WORLD (10/80)
Runner's World Magazine Co.
1400 Stierlin Rd.
Mountain View, CA 94042
(415) 965-8777
John R. Anderson, pub.
Larry Tunis, adv. dir.
Sports

SKIING
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3800
Henry A. Kaiser, pub.
James R. Flynn, adv. dir.
Sports

SKIN DIVER
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-5100, NY (212) 935-9150
Paul Tzimoulis, pub.
Jim P. Walsh (NY), sr. vp/corp. adv. dir.
Photography; Sports

SKISPORT
Van Zandt Publishing Co.
PO Box 258
Antioch, IL 60002
(312) 929-3871
W.P. Williams, pub.
Frank Martin, adv. dir.
Camping/Outdoor living; City/State/Regional; Sports

SKISPORT GUIDE TO NORTH AMERICA
Van Zandt Publishing Co.
PO Box 258
Antioch, IL 60002
(312) 929-3871
W.P. Williams, pub.
Frank Martin, adv. dir.
Sports; Travel

SKY AND TELESCOPE
Sky Publishing Corp.
49 Bay State Rd.
Cambridge, MA 02238
(617) 864-7360
Lester J. Stockman, adv. dir.
Computers/Science/Technology

THE SMALL BOAT JOURNAL
Journal Publications, Inc.
21 Elm St.
Camden, ME 04843
(207) 236-4342
David P. Jackson, pub.
Gardner Lamson, adv. dir.
Boating; Camping/Outdoor living; Lifestyle

SMITHSONIAN
Smithsonian Magazine
420 Lexington Ave.
New York, NY 10170
(212) 490-2510
Joseph Bonsignore, pub.
Thomas H. Black, adv. dir.
Art/Antiques; Computers/Science/Technology; General editorial

SNOW GOER
The Webb Co.
1999 Shepard Rd.
St. Paul, MN 55116
(612) 647-7248
Henry R. Fiola, pub.
John E. Davis, adv. dir.
Automotive; Camping/Outdoor living; Sports

SNOWMOBILE WEST (8/80)
Harris Publishing, Inc.
520 Park Ave.
Idaho Falls, ID 83401
(208) 522-5187
Darryl W. Harris, pub.
Melvin Erickson, adv. dir.
Camping/Outdoor living; Sports; Travel

SOAP OPERA DIGEST
SOD Publications, Inc.
420 Lexington Ave.
New York, NY 10017
(212) 687-3377
Norman Roseman, pub.
James E. Trask III, adv. dir.
Women's interests

SOCCER CORNER
G.A.S. Publications, Inc.
2150 N Lincoln St.
Burbank, CA 91504
(213) 849-2350
Lew Roth, pub./adv. dir.
Sports

SOCCER DIGEST
Century Publishing Co.
1020 Church St.
Evanston, IL 60201
(312) 491-6640
Norman Jacobs, pres.
Sports

SOHO NEWS
514 Broadway
New York, NY 10012
(212) 431-3150
Carol Ash, pub.
Betsy Nolan Sandberg, adv. dir.
Beauty/Fashion; Entertainment; Political/Social issues

SOUTHERN ACCENTS
W.R.C. Smith Publishing Co.
1760 Peachtree Rd., NW
Atlanta, GA 30357
(404) 874-4462
Walter Mitchell, Jr., pub.
Sims Bray, Jr., adv. dir.
Art/Antiques; Decorating/Gardening

SOUTHERN CALIFORNIA GUIDE
Westworld Publishing Corp.
501 S Fairfax Ave., Ste. 204
Los Angeles, CA 90036
(213) 933-7597
Charles Cox, pub.
Valerie Summers, adv. dir.
Entertainment; Travel

SOUTHERN LIVING
Progressive Farmer Co.
820 Shades Creek Pkwy.
Birmingham, AL 35201
(205) 870-4440
Emory O. Cunningham, pub.
Jim DeVira, adv. dir.
Decorating/Gardening; Food/Home entertainment; Travel

SOUTHERN OUTDOORS
B.A.S.S. Publications, Inc.
One Bell Rd.
Montgomery, AL 36141
(205) 277-3940
Ray Scott, pub.
Spencer Longshore, III, adv. dir.
Camping/Outdoor living; Travel

SOUTHWEST AIRLINES MAGAZINE
Summit Publishing, Inc.
11824 Radium
San Antonio, TX 78216
(512) 349-1281
Al Mogavero, pub.
Jim Stone, adv. dir.
Inflight

SPECTRUM SELECT (5/80)
IEEE
345 E 47 St.
New York, NY 10017
(212) 644-7760
Donald Christiansen, pub.
William R. Saunders, adv. dir./assoc. pub.
Computers/Science/Technology; Electronics; Mechanics

SPINNING WHEEL
Everybodys Press
Fame Ave.
Hanover, PA 17331
(717) 632-2560
R. Champlin Sheridan, Jr., pub.
Judith A. Bryant, adv. dir.
Art/Antiques

SPIRIT OF ALOHA [1]
Honolulu Publishing Company, Ltd.
828 Fort St. Mall, Ste. 400
Honolulu, HI 96813
(808) 524-7400
George M. Pellegrin, pub.
Keith B. Radcliffe, Jr., adv. dir.
Inflight

SPOKANE MAGAZINE
Spokane Magazine Publishing Co., Inc.
PO Box 520
Spokane, WA 99210
(509) 838-2012
Lawrence Shook & Judith Laddon, pubs.
John Robideaux, adv. dir.
City/State/Regional; General editorial; Home/Family relations

SPORT
Charter Media
641 Lexington Ave.
New York, NY 10022
(212) 872-8000
Sal Schiliro, pub.
Bill Hughes, adv. dir.
Lifestyle; Men's interests; Sports

SPORT DIVER
Ziff-Davis Publishing Co.
444 Brickell Ave., Ste. 250
Miami, FL 33131
(305) 358-0100, NY (212) 725-3537
Saul Stone, pub. dir.
Jonathan Blumenfeld (NY), adv. dir.
Boating; Camping/Outdoor living; Photography

SPORT TRUCKING
Argus Publishers Corp.
12301 Wilshire Blvd., Ste. 316
Los Angeles, CA 90025
(213) 820-3601
George Elliott, pub.
Robert Emerson, adv. dir.
Automotive; Men's interests

SPORTING NEWS
Times Mirror Co.
1212 N Lindbergh Blvd.
St. Louis, MO 63166
(314) 997-7111, NY (212) 391-8270
J. Michael Hadley, pres./pub.
Men's interests; News; Sports

[1]Spirit of Aloha is now represented in the U.S. by East/West Network, Inc.

SPORTS AFIELD
The Hearst Corp.
250 W 55 St.
New York, NY 10019
(212) 262-8850
Alan M. Waxenberg, pub.
Hastings Ross, adv. dir.
Camping/Outdoor living; Men's interests

SPORTS ILLUSTRATED
Time, Inc.
Time & Life Bldg., Rockefeller Center
New York, NY 10020
(212) 586-1212
Philip G. Howlett, pub.
Donald J. Barr, assoc. pub.
News; Photography; Sports

THE SPOTLIGHT
Liberty Lobby
300 Independence Ave., SE
Washington, DC 20003
(202) 546-5611
James M. Wolfington, adv. dir.
General editorial; News; Political/Social issues

SPOTLIGHT MAGAZINES (8 TITLES)
Meadow Publications, Inc.
74 Fairway Ave.
Rye, NY 10580
(914) 967-8619
Susan Meadow, pub./adv. dir.
City/State/Regional; Entertainment; Lifestyle

SPRAY-THE WATER SKIING MAGAZINE
Spray Publications
2469 Aloma Ave., Ste. 224
Winter Park, FL 32792
(305) 671-0655
G. H. Massey, pub.
Andrew E. Brown, adv. dir.
Boating; Men's interests; Sports

ST. LOUIS MAGAZINE
Blest Co.
7110 Oakland
St. Louis, MO 63117
(314) 781-8787
Libby Ferguson, pub.
Linda Benast, adv. dir.
City/State/Regional

ST. PETERSBURG TIMES/EVENING INDEPENDENT
Times Publishing Co.
490 First Ave., S
St. Petersburg, FL 33701
(813) 893-8111
John B. Lake, pub.
Leo L. Kubiet, adv. dir.
General editorial; Men's interests; Women's interests

THE STAGEBILL GROUP
B & B Enterprises
10 E 40 St.
New York, NY 10016
(212) 686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon, adv. dir.
Entertainment

STAGEBILL-CARNEGIE HALL
B & B Enterprises
10 E 40 St.
New York, NY 10016
(212) 686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon, adv. dir.
Entertainment

STAGEBILL-CHICAGO
B & B Enterprises
500 N Michigan Ave.
Chicago, IL 60611
(312) 565-0890, NY (212) 686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon (NY), adv. dir.
Entertainment

STAGEBILL-DALLAS
B & B Enterprises
500 N Michigan Ave.
Chicago, IL 60611
(312) 565-0890, NY (212) 686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon (NY), adv. dir.
Entertainment

STAGEBILL-DETROIT
B & B Enterprises
500 N Michigan Ave.
Chicago, IL 60611
(312) 565-0890, NY (212) 686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon (NY), adv. dir.
Entertainment

STAGEBILL-KENNEDY CENTER
B & B Enterprises
Kennedy Center Program Office
Washington, DC 20566
(202) 833-2897, NY (212) 686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon (NY), adv. dir.
Entertainment

STAGEBILL-LINCOLN CENTER
B & B Enterprises
10 E 40 St.
New York, NY 10016
(212) 686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon, adv. dir.
Entertainment

STAGEBILL-MILWAUKEE
B & B Enterprises
500 N Michigan Ave.
Chicago, IL 60611
(312) 565-0890, NY (212) 686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon (NY), adv. dir.
Entertainment

STAGEBILL-PHILADELPHIA
B & B Enterprises
10 E 40 St.
New York, NY 10016
(212) 686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon, adv. dir.
Entertainment

STAGEBILL-ST. LOUIS
B & B Enterprises
500 N Michigan Ave.
Chicago, IL 60611
(312) 565-0890, NY (212) 686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon (NY), adv. dir.
Entertainment

THE STAR
News Group Publications, Inc.
730 Third Ave.
New York, NY 10017
(212) 557-9210
K. Rupert Murdoch, pub.
Edward R. Zemlock, adv. dir.
General editorial

THE STATE MAGAZINE
The State Magazine Printing Co.
417 N Boylan Ave.
Raleigh, NC 27602
(919) 833-5729
W.B. Wright, pub.
John D. Phillips, adv. dir.
City/State/Regional; Travel

STEREO REVIEW
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3807
Sid Holtz, pub.
R. Ur, assoc. pub.
Electronics; Entertainment; Men's interests

STEREO REVIEW'S STEREO DIRECTORY & BUYING GUIDE
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3807
Sid Holtz, pub.
R. Ur, assoc. pub.
Electronics; Entertainment; Men's interests

STEREO REVIEW'S TAPE RECORDING & BUYING GUIDE
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212) 725-3807
Sidney Holtz, pub.
R. Ur, assoc. pub.
Electronics; Entertainment; Men's interests

STERLING WOMEN'S GROUP
Sterling's Magazines, Inc.
355 Lexington Ave.
New York, NY 10017
(212) 391-1400
Sanford Schwarz, pub.
Bernard Slotnick, adv. dir.
Women's interests

STOCK CAR RACING MAGAZINE
Lopez Publications
602 Montgomery St.
Alexandria, VA 22314
(703) 836-2988
C. Barton Diehl, pub.
Barney O'Hara, adv. dir.
Automotive; Mechanics; Sports

STOCK MARKET MAGAZINE
The Wall Street Publishing Institute, Inc.
16 School St.
Yonkers, NY 10701
(914) 423-4566
Angelo R. Martinelli, pub.
Patrick L. Martinelli, adv. dir.
Business; News

STRATEGY & TACTICS
Simulations Publications, Inc.
257 Park Ave., S
New York, NY 10010
(212) 673-4103
Robert J. Ryer, mng. ed.
Redmond A. Simonsen, adv. dir.
Crafts/Hobbies; Military

STUDENT YOUTH GROUP (2 TITLES)
Kiwanis International
101 E Erie St.
Chicago, IL 60601
(312) 943-2300
Burton P. Harris, adv. dir.
College; Fraternal/Labor/Civic; Men's interests

SUCCESS UNLIMITED
401 N Wabash
Chicago, IL 60611
(312) 828-9500
Dwight L. Chapin, pub.
Roger F. Machuta, adv. dir.
Business; Health; Lifestyle

SUCCESSFUL FARMING
Meredith Corp.
Locust at 17th
Des Moines, IA 50336
(515) 284-3000
Bruce J. Boyle, pub.
James M. Cornick, adv. dir.
Farm; Rural living

SUNSET
Lane Publishing Co.
80 Willow Rd.
Menlo Park, CA 94025
(415) 321-3600
L. W. Lane, Jr., pub.
Richard Bristol, adv. dir.
Food/Home entertainment; Political/Social issues; Travel

SUNWAY (HOME LINES) (1981)
TL Enterprises
29901 Agoura Rd.
Agoura, CA 91301
(213) 991-4980
Denis Rouse, pub.
Lee Berger, adv. dir.
Travel

SUPER CHEVY
Argus Publishers Corp.
12301 Wilshire Blvd., Ste. 316
Los Angeles, CA 90025
(213) 820-3601
George Elliott, pub.
Bob Denton, adv. dir.
Automotive; Men's interests

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Garey Symington, adv. dir.
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Ralph Hancox, pres.
F. R. Payne (Toronto), adv. dir.
General editorial; Men's interests; Women's interests

RÉNOVATION BRICOLAGE
Publications Périscope Ltée.
100 Dresden
Ville Mont-Royal Québec H3P 2B6
(514) 735-6361
Claude Durocher, pub.
Francine Tremblay, adv. dir.
Automotive; Crafts/Hobbies; Men's interests

TEEN GENERATION
Maclean-Hunter Ltd.
481 University Ave.
Toronto, Ontario M5W 1A7
(416) 596-5467
Donna M. Scott, pub.
A. G. Prince, adv. dir.
Beauty/Fashion; Health; Youth

TIME - IN CANADA
Time Canada Ltd.
145 King St., W
Toronto, Ontario M5H 3L4
(416) 364-1212
John A. Meyers, pub.
Hugh M. Findlay, adv. dir.
News

TODAY MAGAZINE (3/80)
Today Magazine, Inc.
2180 Yonge St., Ste. 1702
Toronto, Ontario M4S 3A2
(416) 485-1552
Gordon Pape, pub.
Barry Thomas, adv. dir.
General editorial; Men's interests; Women's interests

TORONTO LIFE MAGAZINE
Key Publishers Ltd.
59 Front St., E
Toronto, Ontario M5E 1B3
(416) 364-3333
Michael DePencier, pub.
Brenda McAuley, adv. sls. mgr.
City/State/Regional

TV GUIDE
TV Guide, Inc.
112 Merton St.
Toronto, Ontario M4S 2Z7
(416) 482-8600
John Van de Kamer, pres.
Justin McCarthy, adv. dir.
Entertainment; General editorial

UNITED CHURCH OBSERVER
85 St. Claire Ave., E
Toronto, Ontario M4T 1M8
(416) 925-5931
Hugh McCullum, pub.
J. D. Wells, adv. dir.
Home/Family relations; Political/Social issues; Religion

VANCOUVER MAGAZINE
Pacific West Publications, Ltd.
1205 Richards St.
Vancouver, B.C. V6B 3G3
(604) 685-5374
Ronald N. Stern, pub.
George Mleczko, adv. dir.
Entertainment; General editorial; Lifestyle

Get to the people who mean business. About pleasure.

TRAVEL & LEISURE

77% of our readers use premium brands of alcoholic beverages, and they belong to business clubs (past year) at a rate nearly three times the national average.

Source: T.G.I.

SECTION 3

MAGAZINES BY CATEGORY

The media planner often needs, at his fingertips, basic facts and figures on many different magazines. In simple, easy-to-use tabular format this section gives vital statistics for more than 1,000 consumer publications in the U.S. and Canada that answered the Encyclomedia questionnaire. These are grouped alphabetically by the categories that best describe the editorial content or market of the magazine. Each magazine designated the categories it considered most appropriate.

The figures presented here are for comparative purposes. Rates are current as of November, 1980. A separate list of those publications that anticipate a rate change in the first six months of 1981 begins on page 108. When considering a specific buy, please contact the individual magazine directly. Addresses, phone numbers and key personnel are in the Directory, p. 23.

Magazines that began publishing in 1980 are noted by their first issue dates in parentheses next to their titles.

Page 64—A list of the 44 editorial categories, which are arranged in alphabetical order in the section.

Page 65—Legend to tabular data.

Pages 108-111—Magazines with rate changes.

Page 111-113—Magazine components of the groups, networks and corporate buys.

MAGAZINES BY CATEGORY

Art/Antiques	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Americana	6	ABC	250	251	918	3.5	S	5,040	nb	3,360	nb	R,Z,A	70
Antique Monthly	12	S	90	95	—	—	O	1,812	nb	1,512	nb	—	35
The Antiques Journal	12	S	27	27	80	3.0	—	750	nc	213	nc	—	40
Antiques World	10	ABC	35	38	133	3.3	O	1,610	nc	1,220	nc	—	60
Architectural Digest[1]	10	ABC	450	482	3,480	7.0	O	12,190	nc	8,125	nc	S	50
Art & Antiques	6	ABC	50	52	244	4.0	O	1,440	nc	1,090	nc	—	60
Art in America	10	ABC	—	46	118	2.5	O	2,625	10	1,975	10	—	46
Art/World	10	S	—	26d	—	—	—	—	—	1,650	nb	—	60
Artnews	10	ABC	60	65	200	3.0	O	2,540	15	1,935	15	—	40
The Asia Mail	12	S	30	30d	60	2.0	—	—	—	1,760	nb	—	65
British Heritage	6	ABC	70	55	174	3.0	S	1,485	⅛ nc	1,100	nc	A	93
Coin Prices	6	PE	—	116	—	—	—	—	—	603	nc	—	—
Coins Magazine	12	PE	—	107	—	—	—	1,142	nc	742	nc	—	—
Discovery	4	ABC	900	1,013	3,400	3.3	O	6,262	nc	4,918	nc	—	60
Early American Life	6	ABC	400	354	1,136	3.0	S	7,174	nc	5,124	nc	A	66
Forecast!	12	PE	26	26	100	3.8	—	1,175	10	695	10	—	—
Horizon	12	S(A)	85	85	376	4.0	E	2,760	15	1,840	15	—	75
New Mexico Magazine	12	ABC	70	70	259	3.6	O	2,400	nc	1,600	nc	R	60
Numismatic News	52	PE	—	57	—	—	—	—	—	741	nc	—	—
Portfolio-The Magazine of the Visual Arts	6	S(A)	85	85	427	5.03	O	2,975	nc	1,955	nc	A	67
Realités	6	S(A)	100	85	180	2.0	O	4,350	10	3,000	10	—	75
Smithsonian	12	ABC	1,750	1,890	4,952	2.78	S	26,250	nc	17,500	nc	A	55
Southern Accents	4	S(A)	110	86	288	3.34	O	3,175	6.2	2,150	9.3	—	50
Spinning Wheel	6	PE	—	50	150	3.0	—	720	10	370	10	—	60
Canadian Magazines													
Decoration—Chez Soi	11	ABC	—	99	—	—	P	2,325	nc	1,875	nc	R,D	—
Les Maisons du Québec	6	ABC	—	32	—	—	—	1,210	nc	760	nc	—	66

[1] Effective 1981, Architectural Digest will be published monthly.

EDITORIAL CATEGORIES

Art/Antiques
Automotive: automobiles, motorcycles, motor homes. See also: **Mechanics.**
Beauty/Fashion: See also: **Women's interests, Working women.**
Boating
Bridal: See also: **Women's interests.**
Business
Camping/Outdoor living: fishing, hunting, recreational vehicles.
City/State/Regional
College
Computers/Science/Technology: See also: **Electronics.**
Crafts/Hobbies: crafts, hobbies, dressmaking, model building, needlework, puzzles.
Decorating/Gardening
Electronics: See also: **Computers/Science/Technology, Mechanics.**
Entertainment: theater, dance, dining, music, literature, movies, television.
Ethnic
Family: See: **Home/Family relations.**
Fan: See: **Romance/Fan.**
Farm: See also: **Rural living.**
Fashion: See: **Beauty/Fashion.**
Flying: See also: **Inflight.**
Food/Home entertainment
Fraternal/Labor/Civic
Gardening: See: **Decorating/Gardening**
General editorial: mass, selective. See also: **Men's interests, Women's interests, News.**
Health
Home/Family Relations: children, education, construction. See also: **Decorating/Gardening, Health, Women's interests, Youth.**
Horses: breeding, riding, racing. See also: **Society.**
Inflight: See also: **Flying.**
Lifestyle
Mechanics: See also: **Automotive, Computers/Science/Technology, Electronics.**
Men's interests: mass, selective. See also: **Automotive, Boating, Business, Camping/Outdoor living, Flying, General editorial, Electronics, Computers/Science/Technology, Mechanics, Sports.**
Military
National merchandise catalogs
News
Newspaper distributed magazines
Pets
Photography
Political/Social issues
Religion
Romance/Fan
Rural living: See also: **Farm.**
Senior citizens
Society
Sports: See also: **Automotive, Camping/Outdoor living, Horses.**
Travel: See also: **Entertainment.**
Women's interests: mass, selective. See also: **Bridal, Beauty/Fashion, Decorating/Gardening, Home/Family relations, Romance/Fan, Working women.**
Working women: See also: **Business.**
Youth: See also: **Home/Family relations.**

Automotive	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
AAA Wisconsin Traveler	6	S	232	232	375	1.6	O	2,505	nc	1,925	nc	—	50
Air Group One (6 Titles)	6,12	S	1,312	1,312d	5,641	4.3	T,R	37,032	6	28,691	6	—	52
American Motorcyclist	12	ABC	110	110	233	2.0	O	2,365	nc	1,840	nc	—	68
Auto Racing Digest	6	S	—	80	240	3.0	O	1,030	—	630	—	—	80
AutoWeek[1]	52	ABC	—	91	238	2.5	S	1,800	10	1,500	10	—	50
Car and Driver	12	ABC	725	724	4,641	6.9	R	21,335	10	13,855	10	R,S,Z,A,X	45
Car and Driver's 1981 Buyers Guide	1	PE	—	155d	—	—	—	6,530	10	4,255	10	—	—
Car Collector & Car Classics	12	PE	40	40	200	5.0	O	750	10	500	10	—	60
Car Craft	12	ABC	375	420	2,820	7.99	R	7,200	10	4,500	10	R,S,A	—
Cars & Parts	12	S	—	88	209	2.26	O	910	nc	410	nc	—	28
CBS Automotive Group (Deals on Wheels) (3 Titles)	12	ABC	1,240	1,176	11,005	9.0	S,R	29,000	10	18,975	10	R,S	—
Changing Times[2]	12	ABC	1,300	1,482	4,400	3.38	S	18,170	15	12,190	15	S,Z,A	—
Colorado Maps, Camping & Fun Things To Do Directory	1	S	—	250d	—	—	—	2,850	nc	2,100	nb	—	48
Crossroads[3]	6	PE(A)	1,200	1,200	—	—	E	10,212	nc	8,196	nb	R,Z,A	60
Cycle	12	ABC	450	474	—	—	—	14,800	nc	10,685	nc	—	—
Cycle Guide	12	ABC	185	135	—	17.0	R	5,450	nc	3,485	nc		55
Cycle World	12	ABC	350	333	2,768	8.82	R	10,425	nc	7,045	nc	R,S,A,T	48
Easyriders	12	ABC	482	482	—	—	—	7,800	nc	5,700	nc	—	—
4-Wheel & Off-Road	12	ABC	150	153	2,633	20.73	R,O	3,720	10	2,325	10	R,S,A	60
Home & Away (1/80)	6	S(A)	—	1,260	2,186	1.7	O	11,685	nc	8,990	nc	S	—
Hot Rod	12	ABC	850	921	5,965	7.26	R	16,320	10	10,200	10	R,S,A	—
Mechanix Illustrated	12	ABC	1,600	1,669	6,606	3.84	S,X	21,170	10	14,925	10	RSMZADT	46
Michigan Living[4]	12	ABC	—	810	1,250	—	O	5,660	nc	4,585	nc	M,Z	60
Motor Trend	12	ABC	750	756	5,335	10.66	R	19,800	10	12,375	10	R,S,A	58
Motorcyclist	12	ABC	175	208	1,977	12.59	R	4,345	10	2,715	10	R,S,A	—
Motorland[5]	6	S(A)	1,250	1,250	5,000	4.0	O	8,355	7	6,714	7	A	60
MPG (Fall/79)	4	—	—	—	—	—	—	1,395	10	795	10	R,S,A	—
National Motorist	6	PE	315	265	500	2.0	O	2,250	nc	1,650	nc	Z	44
New York Motorist[6]	11	S	498	495	—	—	—	—	—	2,750	nc	M	60
The 1981 Cycle Buyers Guide	1	PE	—	160d	—	—	—	5,800	nc	3,995	nc	—	—
Off-Road	12	ABC	132	117	—	—	—	3,450	10	2,331	10	R	72
Ohio Motorist	10	PE	—	261	400	2.0	O	3,640	nb	3,240	nb	—	—

[1] AutoWeek is also BPA audited.
[2] Changing Times began accepting advertising in March 1980.
[3] Formerly Montgomery Ward's Auto Club News.
[4] Michigan Living has a controlled circulation. Copies are distributed to members of the Automobile Club of Michigan.
[5] Motorland has a controlled circulation. Copies are distributed to members of the California State Automobile Assn.
[6] Rate given is for 1/2 page size. Full page cannot be bought.

LEGEND TO TABULAR DATA

Freq: Frequency - number of times published yearly.

Audit source:
- **ABC** - Audit Bureau of Circulations;
- **BPA** - Business Publications Audit;
- **CCAB** - Canadian Circulation Audit Board;
- **VAC** - Verified Audit Circulation;
- **S** - Sworn;
- **PE** - Publisher's estimate;
- **(A)** - ABC audit pending or applied for;
- **(B)** - BPA audit pending or applied for;
- **(V)** - VAC audit pending or applied for.

Rate base: Guaranteed circulation.

Paid: Paid circulation. **d** - Figure is for total distribution.

Total aud.: Total audience (circulation or rate base × readers per copy).

Readers/copy: Readers per copy (total audience ÷ circulation).

Aud. data:
- **S** - Simmons or SMRB study available;
- **T** - Target Group Index study available;
- **E** - Erdos & Morgan study available;
- **R** - MRI (Mediamark) study available;
- **M** - Monroe Mendelsohn study available;
- **X** - Starch study available;
- **P** - PMB (Print Measurement Bureau–Canada);
- **O** - Other or own study available.

Letter in parentheses (S), (E), (M), (O) indicates that study is pending.

4/C (B/W) Rate: 1 × page rate in effect November, 1980. Magazines anticipating rate changes are listed at end of section.

Bleed (%): Percentage added to page rate for bleed advertising.
- **nb** - No bleed advertising carried;
- **nc** - No extra charge for bleed advertising.

Split-run editions:
- **R** - Regional;
- **S** - State;
- **M** - Metro;
- **D** - Demographic;
- **Z** - Zip (or postal code);
- **X** - Military;
- **T** - Test market;
- **A** - A/B split;
- **P** - Provincial (Canada).

% edit pgs: Percentage of editorial pages to total pages per average issue (1979).

* Consult publisher for exact or additional information.

—Not applicable, or information not available.

First issue date for magazines that began publication in 1980 are in parentheses next to the magazine name, e.g., Discover (10/80).

Automotive CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers / copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Old Cars Price Guide	4	PE	70	70	175	2.5	O	745	nc	295	nc	—	94
Old Cars Weekly[1]	52	S	—	86	445	5.0	O	—	—	598	—	—	30
PAG (Petersen Action Group) (9 Titles)	12	ABC	3,455	3,638	30,548	9.44	R	*	—	*	—	R,S,A	—
Petersen Motor Group (5 titles)	12	ABC	—	2,459	—	—	—	51,385	—	32,115	—	R,S,A	60
Pickup, Van & 4WD	12	ABC	260	252	3,245	12.4	T,R,O	6,925	nc	4,615	nc	R,S	55
Popular Hot Rodding	12	ABC	—	293	—	—	—	5,315	10	3,322	10	R,S,A	59
Popular Mechanics	12	ABC	1,600	1,695	10,784	6.94	R	21,175	10	14,935	10	R,S,A	48
Popular Science	12	ABC	1,800	1,913	6,619	4.03	S	22,165	10	15,625	10	R,S,A	50
Road & Track	12	ABC	630	590	4,711	7.7	S,R	16,765	10	10,665	10		45
Snow Goer[2]	5	VAC	1,000	1,460	4,400	2.98	E	18,960	nc	13,405	10	—	60
Sport Trucking	4	S	—	50	—	—	—	1,325	10	895	10	R,S,A	84
Stock Car Racing	12	ABC	110	97	489	5.0	O	2,118	nc	1,068	nc	—	—
Super Chevy[3]	12	S	—	65	—	—	—	1,685	10	1,139	10	R,S,A	85
Super Stock & Drag Illustrated	12	ABC	78	62	316	5.0	O	1,380	nc	700	nc	—	—
Symbol, For the Friends of Rolls Royce, Ferrari and Riva	4	S	50	50d	300	6.0	—	14,118	—	—	—	—	—
Trailer Boats	11	S	—	74	—	—	O	2,180	nc	1,495	nc	—	—
Vette	6	S(A)	40	38	90	2.4	O	875	nc	650	nc	—	70
VW & Porsche	6	S	—	57	—	—	—	1,935	10	1,290	10	R,S,A	83
The Washington Motorist	12	S	159	159	223	2.0	—	1,620	nc	1,395	nc	—	49
Canadian Magazines													
Canadian Motorist Magazine	8	ABC	270	274	767	2.8	O	2,820	10	1,980	10	R	60
Rénovation Bricolage	12	ABC	—	60	—	—	P	2,100	—	1,650	—	R,S	60

Beauty/Fashion

All in Style	10	S	1,225	1,225	3,062	2.5	O	18,200	nc	14,405	nc	R,M	50
American Baby	12	S	1,000	1,000d	3,698	3.7	R	19,825	nc	14,340	nc	RSMADT	50
Atlanta Magazine	12	ABC	37	40	160	4.0	O	2,145	15	1,525	15	—	45
Avenue M	12	S	—	15d	50	3.3	—	—	—	920	nc	—	50
BALTIMORE Magazine	12	ABC	50	46	100	2.1	O	2,245	10	1,795	10	—	46
Beauty Digest	6	ABC	175	152	700	4.0	O	2,650	nc	2,100	nc	—	88
Buffalo Spree	4	S	20	1	50	2.5	—	1,440	nc	940	nc	—	50
Chicago Faces! (7/79)	6	PE(A)	40	39	120	3.0	O	1,850	nc	1,250	nc	—	60
Conde Nast Package (6 titles)[4]	—	ABC	—	6,029	33,195	5.34	S	87,275	15	61,315	15	—	45
Cosmopolitan	12	ABC	2,250	2,812	11,142	3.95	S,R	23,660	15	17,580	10	R,S	41
Cosmopolitan's Super Diet & Exercise Guide	2	PE	—	400d	2,360	5.9	O	4,950	nc	4,340	nc	—	60
Cosmopolitan's Beauty Guide	2	PE	—	400d	2,360	5.9	O	4,950	nc	4,340	nc	—	60
Discoworld Magazine	6	S	60	103	750	7.0	—	1,215	10	935	10	—	66
Essence	12	ABC	600	600	3,400	5.3	R	10,290	nc	6,855	nc	R	50
Exclusively Yours	15	S	40	40d	40	1.0	—	1,510	nc	1,180	nc	—	28
Family Circle	17	ABC	8,100	7,366	31,931	4.4	R	57,270	nc	47,500	nc	R,T	44
Family Circle Great Ideas—Fashions & Crafts	1	S	450	386	—	—	—	5,500	nc	4,290	nc	—	—
Family Circle Great Ideas—How to be Pretty and Trim	1	S	475	532	—	—	—	7,700	nc	6,000	nc	—	—
Family Health	10	ABC	800	809	3,325	3.9	S	8,700	nc	6,215	nc	R	55
The First Year of Life	1	S	2,000	2,000d	—	—	—	39,835	nc	29,290	nc	—	66
Gentlemen's Quarterly[5]	10	ABC	350	414	2,426	6.5	R	7,270	15	4,850	15	Z,A	50
Glamour	12	ABC	1,700	1,846	7,636	4.05	S,R	18,600	15	13,200	15	R,S,M	42
Good Housekeeping	12	ABC	5,000	5,138	19,898	3.94	S	47,950	nc	38,210	nc	R,T	47

[1] Second color available at $150 surcharge per page.
[2] Rates and circulation are for the September and November issues. Rates in October, December and January ($6,155 B/W page; $8,905 4/C page) are based on 200,000 distribution.
[3] Effective 1/81, Super Chevy will be published monthly.
[4] See individual magazine listing for frequencies.
[5] Effective 1/81, Gentlemen's Quarterly will publish monthly.

Beauty/Fashion CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Good Housekeeping Best Hairdos & Beauty	2	PE	—	400d	—	—	—	4,950	nc	4,340	nc	—	60
Grand Rapids Magazine	12	S	11	11	75	6.3	O	850	nc	600	nc	—	52
Harper's Bazaar	12	ABC	—	634	3,219	5.51	S,R	12,190	15	8,430	15		57
Interview	12	S	96	91	396	4.1	O	2,200	4.5	1,500	6.6	—	60
Mademoiselle	12	ABC	900	922	4,500	4.8	S,R	11,850	15	8,100	15	R,A	50
McCall's	12	ABC	6,200	6,256	18,372	2.82	S	52,200	nc	42,450	nc	R,M,A,D,T	44
McCall's Beauty Guide #3	1	PE	—	375d	—	—	—	4,580	nb	4,010	nb	—	69
Negro Traveler & Conventioneer	6	S	72	72	—	—	—	1,226	nc	995	nc	—	33
Palm Beach Life Magazine[1]	12	S(A)	20	14	62	3.1	O	1,206	10	898	10	—	55
Parents	12	ABC	1,550	1,489	5,585	3.72	S	22,425	nc	17,515	nc	R,T	55
Playbill-New York	12	S	1,020	1,020d	2,244	2.2	O	16,350	15	10,897	15	—	40
Playgirl	12	ABC	725	784	4,400	7.0	R	8,240	nb	6,180	nb	R,S,M,A	65
Promenade Magazine	2	S	—	225	2,800	12.4	E	8,850	15	6,900	15	—	70
REDBOOK	12	ABC	4,300	4,234	11,392	2.60	S,X	38,570	nc	29,070	nc	RSZADT	43
Self Magazine	12	ABC	750	809	2,975	3.5	O	10,650	15	7,100	15	S,Z,A	58
Seventeen	12	ABC	1,500	1,455	8,626	5.9	O	15,200	15	10,525	15	A,T	43
Soho News	52	PE	—	43	—	2.5	S	1,471	nb	985	nb	—	60
'Teen Magazine[2]	12	ABC	1,000	1,054	3,432	3.24	T	11,395	10	7,350	10	R,S,A	60
Total Health	6	S	60	60d	240	4.0	O	1,325	nc	1,025	10	—	83
Town & Country	12	ABC	—	213	1,621	7.32	S,T,R,M	7,260	15	5,610	15	—	48
Vogue	12	ABC	950	1,053	5,755	6.57	S	15,150	15	10,440	15	R,S,M,A	40
'W'	26	ABC	175	181	634	3.4	S	8,530	5	6,530	5	—	45
Canadian Magazines													
Flare[1]	10	ABC	160	180	1,433	7.83	P	5,050	nc	3,770	nc	R	45
Montréal Ce Mois-Ci	12	CCAB	100	1	240	2.38	S,T	2,470	nc	1,860	nc	—	33
Montreal Calendar Magazine	12	CCAB	80	1	190	2.38	S,T	3,125	nc	2,350	nc	—	33
Teen Generation[3]	8	CCAB	—	163	433	2.63	S,T	4,135	nc	3,380	nc	R	52

Boating

Boat Owners Buyers Guide	1	PE	—	100d	—	—	—	5,110	nc	3,430	nc	—	—
Boating[4]	12	ABC	—	171	—	—	—	7,335	nc	5,090	nc	—	42
Boating Almanac[5]	1	S	—	21	—	—	—	3,205	nb	2,625	nb	R	—
Canoe	6	S	45	45	135	3.0	O	1,790	nc	1,230	nc	—	70
Chesapeake Bay Magazine	12	ABC	—	13	31	2.25	O	979	nc	654	nc	—	74
Fisherman Group (3 titles)	50	S	65	68	205	3.5	—	1,490	nc	1,148	nc	R	50
Florida Sportsman	12	S	62	54	228	3.0	O	1,170	nc	835	nc	RSMZAT	46
Michigan Out-of-Doors	12	S	110	111	490	4.3	O	1,200	nc	950	nc	—	53
Motor Boating & Sailing	12	ABC	—	131	1,364	10.9	S,R	4,960	nc	3,245	nc	—	—
Pacific Boating Almanac[6]	1	PE	—	25	—	—	—	1,240	nc	1,075	nc	R	—
Pleasure Boating	12	PE	—	45d	—	—	O	1,735	nb	1,360	nb	—	50
Sail	12	ABC	—	177	530	2.8	O	6,080	nc	4,260	nc	R	40
Sailboat & Equipment Directory	1	PE	—	95d	275	2.9	—	4,225	nc	3,050	nc	—	—
Sailing	12	PE	25	30	43	1.33	O	1,310	nc	810	nc	—	60
Salt Water Sportsman	12	ABC	110	110	481	4.38	O	2,715	nc	1,815	nc	—	45
The Small Boat Journal[7]	12	PE(A)	41	41	—	—	—	1,570	15	895	15	—	75
Sport Diver	6	S(B)	60	60	—	—	O	2,495	nc	1,685	nc	—	60
Spray-The Water Skiing Magazine	8	S	60	60	250	4.65	O	2,035	nc	1,370	nc	—	45
Symbol, For the Friends of Rolls Royce, Ferrari and Riva	4	S	50	50d	300	6.0	—	14,118	—	—	—	—	—
The Texas Fisherman[8]	12	ABC	85	82	318	3.9	O	1,260	nb	885	nb	—	60

[1] Rate base not guaranteed.
[2] Total audience figure adjusted to 12/79 circulation.
[3] Rates are for national edition.
[4] Boating's circulation will be merged with Motorboat's, effective with the 10/80 issue.
[5] Boating Almanac is published annually in 6 regional volumes. Circulation and rates are totals of all 6 volumes.
[6] Published annually in 3 regional editions. Rates and circulation are totals of all 3 editions.
[7] Percentage of editorial pages based on 5 issues.
[8] Texas Hunter, a supplement to The Texas Fisherman, is published monthly Aug.-Oct.

Boating CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Trailer Boats	11	S	—	74	—	—	O	2,180	nc	1,495	nc	—	—
Waterway Guide	1	S	45	45	126	2.8	O	1,745	nc	1,220	15	R	55
Yacht Racing/Cruising	10	ABC	—	37	74	2.0	O	2,570	nc	1,880	nc	—	51
Yachting	12	ABC	150	148	—	—	—	6,290	nc	4,120	nc	—	35
Canadian Magazines													
Outdoor Canada	—	CCAB	65	61	232	3.8	O	3,710	nc	3,135	nc	R	60
Bridal													
Better Homes and Gardens Brides' Book	2	PE	—	500d	—	—	—	11,500	15	8,050	15	—	—
Bride's Magazine	6	ABC	—	347	3,062	8.5	S,T,R	11,200	15	9,000	15	R,A	40
Modern Bride	6	ABC	—	333	—	—	—	11,310	15	9,050	15	R	36
Business													
Administrative Management	12	ABC	55	52	205	3.7	O	2,915	4.9	2,149	6.7	R	46
Air Group One (6 Titles)	6,12	S	1,312	1,312d	5,641	4.3	T,R	37,032	6	28,691	6	—	52
American Banker	250	ABC	17	17	63	3.7	E	3,282	nb	2,782	nb	R	60
American Business	12	PE	100	275	1,500	5.5	—	*	—	2,025	—	A	—
Atlanta Business Chronicle	52	S	10	7	38	3.1	O	—	—	785	nb	—	70
Barron's National Business & Financial Weekly	52	ABC	234	257	1,136	4.22	R	—	—	7,016	nc	R,A	55
Black Enterprise	12	ABC	230	187	1,000	4.5	E	8,930	10	6,985	10	—	—
Business Today	3	S	200	210d	560	2.7	O	3,500	15	3,350	15	—	70
Business Week	51	ABC	820	816	6,826	8.06	S,T,R,O	26,100	15	17,400	15	R,S,M,D	38
California Business[1]	12	ABC	70	49	168	2.4	O	3,690	nc	2,790	nc	R	60
Changing Times[2]	12	ABC	1,300	1,482	4,400	3.38	S	18,170	15	12,190	15	S,Z,A	—
Chief Executive	4	BPA	25	1	—	—	—	3,000	nc	2,500	nc	—	—
Crain's Chicago Business	52	S(A)	40	25	103	2.4	O	4,140	nc	3,290	nc	—	60
Dallas Magazine	12	PE	13	9	100	5.0	O	1,430	nc	980	nc	—	57
Dun's Review	12	ABC	—	280d	650	2.5	O	9,105	nc	6,720	nc	R	45
Enterprising Women	10	PE	50	50	—	—	—	1,800	nc	1,200	nc	—	60
Financial World	24	ABC	—	63	230	3.1	O	4,815	15	3,250	15		50
Football News	20	S	—	78	300	3.2	O	2,700	—	1,500	—	—	66
Forbes	26	ABC	690	690	1,985	2.7	S	19,960	15	13,150	15	A	41
Fortune	26	ABC	670	677	2,561	3.5	S,M	24,830	15	16,330	15	R,M,D	52
Frequent Flyer (9/80)	12	S	225	225d	500	2.5	O	6,933	nb	5,200	nb	—	—
Harvard Business Review	6	ABC	—	218	1,041	4.5	—	5,900	15	4,295	15	—	67
Houston Magazine	12	S(A)	16	16	93	5.6	O	1,560	2.5	960	4.1	—	50
inc. Magazine	12	S(A)	400	173	1,239	3.0	O	16,665	nc	11,110	nc	R,A	45
Industry Week	25	ABC,BPA	280	280d	1,561	6.00	R	9,626	nc	7,130	nc	R,D	42
Interface Age	12	PE(A)	81	84	—	—	—	2,180	nc	1,680	nc	R	60
Kiwanis	10	ABC	270	279	507	—	S	2,965	nc	1,660	nc	R,S,Z	62
Learning	9	ABC	210	210	—	—	—	4,345	nc	3,395	nc	—	60
Management Leisure Time Network	12	BPA	1,005	—	3,562	3.4	S,E,X	11,960	10	9,350	10	—	—
Media & Methods[3]	24	ABC	—	26	58	3.5	—	2,685	6.8	1,990	9.2	—	50
Money	12	ABC	825	837	3,691	4.06	S,E,R,O	17,860	15	11,420	15	R	45
Nation's Business	12	ABC	1,265	1,272	2,643	2.0	O	22,600	15	15,600	15	R,M,A,D	50
New England Business	20	PE(B)	35	11	126	3.0	O	2,120	10	1,620	10	—	52
New Orleans Magazine[4]	12	PE	209	17	298	4.2	O	3,250	nc	2,095	nc	—	45
Orlando-land Magazine	12	S	26	3	78	3.0	O	1,170	3.8	975	4.6	—	50
Passages	12	S	—	150d	436	2.9	T	6,676	nc	5,396	nc	A	54
The Rotarian	12	ABC	450	465	779	1.62	R	4,630	nc	3,275	nc	A	64
Salesman's Opportunity	12	—	190	—	585	2.5	—	3,345	nc	2,620	nc	—	26
San Francisco Business Journal (9/79)	52	S	10	10	34	2.9	O	1,515	nb	865	nb	—	93
Savvy (11/79)	12	PE(A)	200	200	600	3.0	O	3,960	—	2,640	nb	A	—

[1] California Business is also BPA audited.
[2] Changing Times began accepting advertising in March 1980.
[3] Media & Methods has both paid and controlled circulation. Controlled circulation is 21,477.
[4] Readers per copy figure is for local edition; tourist edition figure is 15.7.

We get to the heart of the artichoke

BusinessWeek

The newsweekly of the '80s.

Business CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Scientific American	12	ABC	600	705	2,652	3.63	S,R,O	14,850	15	9,900	15	R	55
Scottsdale! (12/79)	12	S	15	2	—	—	—	900	nc	720	nc	—	—
Stock Market Magazine	12	S	—	47	96	2.0	O	3,084	15	1,344	15	—	80
Success Unlimited	12	ABC	—	173	722	3.8	O	4,660	nc	3,775	nc	A	50
Texas Farmer-Stockman/Oklahoma Farmer-Stockman	12	ABC	225	243	822	3.6	O	8,498	nc	6,498	nc	R,S,Z,D	50
Time	52	ABC	4,250	4,451	20,180	4.57	S,X,M	70,285	15	45,055	15	RSMZADT	45
Time A+	20	ABC	600	637	—	—	—	18,685	15	11,980	15	—	—
Time B	26	ABC	1,550	1,564	—	—	—	38,350	15	24,585	15	—	—
Time Big-time	26	ABC	2,790	2,760	—	—	—	48,520	15	31,105	15	—	—
Time-Exurban	—	—	1,460	—	—	—	—	24,935	15	15,985	15	—	—
Time Doctors'	15	ABC	165	152	—	—	—	7,525	15	4,825	15	—	—
Time Half-time	—	—	2,125	—	—	—	—	38,965	15	24,980	15	—	—
Time Student/Educator	7	ABC	550	549	—	—	—	16,060	15	10,295	15	—	—
Time T	26	ABC	300	308	—	—	—	14,840	15	9,515	15	—	—
Time U.S. Ex-Time B	—	—	2,700	—	—	—	—	46,120	15	29,565	15	—	—
Time Z	20	ABC	1,200	1,213	—	—	—	33,530	15	21,495	15	—	—
TWA Ambassador	12	S	307	307d	1,268	4.13	T	8,932	nc	7,146	nc	A	55
Venture The Magazine for Entrepreneurs	12	S(A)	130	130	390	3.0	O	4,485	10	2,990	10	A	75
The Wall Street Journal	255	ABC	—	1,798	4,259	2.58	S	—	—	42,996	nb	R	—
Working Woman	12	ABC	400	393	2,489	5.86	R	7,400	nc	5,200	nc	—	60
Writer's Digest	12	ABC	150	163	185	1.09	E	4,324	nc	2,884	nc	A	60
Writer's Yearbook	1	S	75	66	179	2.76	O	2,480	nc	1,320	nc	A	85
Canadian Magazines													
Financial Post Magazine[1]	12	ABC	207	195	354	1.9	P	6,975	5	5,128	5	S	50
Maclean's—Canada's Newsmagazine	52	ABC	—	638	2,861	4.1	P	12,725	10	9,380	10	R,S,M,A	60

Camping/Outdoor living

Adirondack Life	6	S	55	57	167	2.7	X	1,750	15	1,200	15	A	—
Adventure Travel[2]	12	S(A)	100	90	274	2.7	O	2,800	nc	2,000	nc	—	77
Alaska Magazine	12	ABC	—	179	548	2.9	O	2,880	nc	1,173	nc	R	53
The American Hunter	12	S(A)	500	718	—	—	—	7,120	nc	4,750	nc	R,S,A	85
The American Rifleman	12	S(A)	1,100	1,171	—	—	—	10,850	nc	8,400	nc	R,S,A	67
Arkansas Times	12	S(A)	23	22	65	2.9	O	1,385	nc	895	nc	—	50
Audubon	6	S	320	321	1,312	4.1	O	7,690	nc	4,950	nc	Z	75
BACKPACKER Including WILDERNESS CAMPING	6	PE(A)	150	122	—	—	—	4,695	15	3,295	15	—	—
Bicycling	9	S	115	121	—	—	—	2,525	nc	1,950	10	A	53
Boating Almanac[3]	1	S	—	21	—	—	—	3,205	nb	2,625	nb	R	—
Bow & Arrow	6	S	100	104	478	4.6	O	1,250	nc	815	nc	—	50
Bowhunter	6	PE	—	80	414	4.0	O	1,515	nc	995	nc	—	40
Boys' Life	12	ABC	1,400	1,537	6,379	4.1	E	11,900	10	8,500	10	RSMZAT	71
Canoe	6	S	45	45	135	3.0	O	1,790	nc	1,230	nc	—	70
Chesapeake Bay Magazine	12	ABC	—	13	31	2.25	O	979	nc	654	nc	—	74
Colorado Maps, Camping & Fun Things To Do Directory	1	S	—	250d	—	—	—	2,850	nc	2,100	nb	—	48
Denver Monthly[4]	12	ABC,S	17	19	70	3.4	O	1,365	nc	930	nc	—	70
Field & Stream	12	ABC	2,000	2,019	8,885	4.3	S	27,450	10	18,250	10	S,A	46
Fishing Facts[5]	12	[illegible]	192	192	381	1.9	O	2,520	nc	1,793	nc	—	54
Florida Sportsman	12	S	62	54	228	3.0	O	1,170	nc	835	nc	RSMZAT	46
4-Wheel & Off-Road	12	ABC	150	153	2,633	20.73	R,O	3,720	10	2,325	10	R,S,A	60
FUR-FISH-GAME (Harding's Magazine)	12	S	200	200	1,000	5.0	—	*	—	1,400	10	—	58
Georgia Sportsman	12	S	37	37	122	3.2	O	821	10	528	10	—	60
Guns & Ammo	12	ABC	475	480	4,791	10.81	R	7,790	10	4,870	10	R,S,A	—
Home & Away (1/80)	6	S(A)	—	1,260	2,186	1.7	O	11,685	nc	8,990	nc	S	—

[1] Issued 10 times in 1979. Financial Post Magazine is also distributed to medical doctors through the circulation list of the Medical Post. This additional controlled circulation is verified by CCAB and is reflected in the rate base above.
[2] Adventure Travel was acquired by Ziff-Davis Publishing Co. in September 1980. Data listed here was submitted prior to sale.
[3] Boating Almanac is published annually in 6 regional volumes. Circulation and rates are totals of all 6 volumes.
[4] Due to change of ownership, ABC has excused the Dec. 1979 audit.
[5] Rate base not guaranteed.

Camping/Outdoor living CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Hunting	12	ABC	225	242	2,928	15.09	R,O	4,865	10	3,040	10	R,S,A	—
Michigan Out-of-Doors	12	S	110	111	490	4.3	O	1,200	nc	950	nc	—	53
Motorland[1]	6	S(A)	1,250	1,250	5,000	4.0	O	8,355	7	6,714	7	A	60
National Motorist	6	PE	315	265	500	2.0	O	2,250	nc	1,650	nc	Z	44
Negro Traveler & Conventioneer	6	S	72	72	—	—	—	1,226	nc	995	nc	—	33
Nevada Magazine	6	S	—	44	200	3.9	O	1,215	nc	880	nc	—	70
New York Motorist[2]	11	S	498	495	—	—	—	—	—	2,750	nc	M	60
Outdoor Life	12	ABC	1,700	1,714	5,818	3.28	S	21,400	10	14,750	10		50
Outside Magazine	6	ABC	200	203	800	4.2	O	6,600	15	4,400	nb	—	60
Pacific Northwest	9	S(A)	45	50	150	2.63	O	1,575	nc	1,050	nc	—	73
PAG (Petersen Action Group) (9 Titles)	12	ABC	3,455	3,638	30,548	9.44	R	*	—	*	—	R,S,A	—
Pleasure Boating	12	PE	—	45d	—	—	O	1,735	nb	1,360	nb	—	50
Race & Rally	3	PE	65	76	420	4.0	O	3,300	10	2,400	10	—	66
Rand McNally Campground & Trailer Park Guide	1	S	250	248	—	—	—	3,900	nc	3,300	nc	—	50
Salt Water Sportsman	12	ABC	110	110	481	4.38	O	2,715	nc	1,815	nc	—	45
Scouting	6	ABC	825	900	3,013	3.3	O	7,745	10	4,940	10	—	65
SIERRA	6	S	183	185	425	2.2	O	2,995	nc	2,195	nc	—	72
Skiers Almanac	1	S	100	103	360	3.5	O	3,515	10	2,990	10	—	69
Skisport	6	S	—	60d	180	3.0	—	1,204	nb	753	nb	—	60
The Small Boat Journal[3]	12	PE(A)	41	41	—	—	—	1,570	15	895	15	—	75
Snow Goer[4]	5	VAC	1,000	1,460	4,400	2.98	E	18,960	nc	13,405	10	—	60
Snowmobile West (8/80)[5]	6	PE	115	10	402	3.5	O	4,535	10	3,335	10	—	—
Southern Outdoors	8	ABC	—	156	—	—	—	3,045	nc	2,200	nc	—	—
Sport Diver	6	S(B)	60	60	—	—	O	2,495	nc	1,685	nc	—	60
Sports Afield	12	ABC	500	571	2,974	5.03	S	10,000	10	7,000	10	R	49
The Texas Fisherman[6]	12	ABC	85	82	318	3.9	O	1,260	nb	885	nb	—	60
Times Mirror Network (4 titles)	12	ABC	4,635	4,786	16,174	2.9	S,T	57,615	*	40,070	*	R,A	52
Trailer Boats	11	S	—	74	—	—	O	2,180	nc	1,495	nc	—	—
Travel/Holiday	12	S	750	769	3,135	4.05	T	8,430	nc	5,875	nc	R	55
The Washington Motorist	12	S	159	159	223	2.0	—	1,620	nc	1,395	nc	—	49
Canadian Magazines													
Outdoor Canada	—	—	65	61	232	3.8	O	3,710	nc	3,135	nc	R	60
City/State/Regional													
Air California Magazine	12	S	50	50d	350	7.0	O	2,325	10	1,750	10	—	47
Akron Beacon Journal's Beacon Magazine	52	ABC	—	216	—	—	—	4,900	nc	3,780	nc	A	—
Aloha, The Magazine of Hawaii	6	ABC	60	70	305	4.37	O	2,295	nc	1,845	nc	—	80
Arkansas Times	12	S(A)	23	22	66	2.9	O	1,385	nc	895	nc	—	50
Atlanta Business Chronicle	52	S	10	7	38	3.1	O	—	—	785	nb	—	70
Atlanta Magazine	12	ABC	37	40	160	4.0	O	2,145	15	1,525	15	—	45
Atlantic City Magazine	6	PE	50	50	300	6.0	—	2,250	nc	1,500	10	—	40
Avenue M	12	S	—	15d	50	3.3	—	—	—	920	nc	—	50
Back Home in Kentucky	6	PE	11	7	—	—	—	875	nc	525	nc	—	80
BAM, the California Music Magazine	24	S	100	2	442	4.42	O	2,500	10	1,535	10	M	50
Bay Views Magazine	11	—	12	9	50	5.0	O	1,200	10	790	10	—	60
Bienvenidos A Miami	26	PE	10	10d	35	3.5	—	617	15	475	15	—	50
Big Valley - The San Fernando Valley Magazine	12	PE	36	16	108	3.0	—	1,575	10	1,175	10	—	55
Birmingham Magazine	12	S	7	6	—	—	—	725	nc	525	nc	—	48
Boston Magazine	12	ABC	97	92	443	4.5	O	2,860	5	2,005	5	—	43
The Boston Globe Magazine[7]	52	ABC	—	710	1,499	—	O	6,995	—	5,615	—	—	41
Boston Herald American's The Magazine[8]	52	ABC	—	306	633	—	O	4,510	nc	3,780	nc	—	47
Broward Life	12	VAC	17	6	60	4.0	O	1,225	10	920	10	—	45
Brown's Guide to Georgia	12	ABC	60	62	215	3.31	O	1,770	nc	1,420	nc	—	55
Buffalo Spree	4	S	20	*	50	2.5	—	1,440	nc	940	nc	—	50

[1] Motorland has a controlled circulation. Copies are distributed to members of the California State Automobile Assn.
[2] Rate given is for 1/2 page size. Full page cannot be bought.
[3] Percentage of editorial pages based on 5 issues.
[4] Rates and circulation are for the September and November issues. Rates in October, December and January ($6,155 B/W page; $8,905 4/C page) are based on 200,000 distribution.
[5] For September and November editions, rate base is 140,000.
[6] Texas Hunter, a supplement to The Texas Fisherman, is published monthly Aug.-Oct.
[7] Total audience figure is for the NECMA.
[8] Total audience figure is for the Boston ADI.

City/State/Regional CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
California Business[1]	12	ABC	70	49	168	2.4	O	3,690	nc	2,790	nc	R	60
California Today	52	ABC	—	269	—	—	—	2,804	—	2,063	—	—	40
Charlotte Magazine	6	S(A)	10	5	—	5.0	O	750	15	550	15	—	50
Chesapeake Bay Magazine	12	ABC	—	13	31	2.25	O	979	nc	654	nc	—	74
Chicago	12	ABC	200	191	1,130	5.4	O	5,490	15	3,380	15	—	50
Chicago Tribune Magazine[2]	52	ABC	—	1,146	2,611	—	O	12,617	nb	10,352	nb	D	—
Cincinnati Magazine	12	ABC	21	19	78	3.6	O	1,295	10	875	10	—	50
Cleveland Magazine	12	ABC	60	49	181	3.3	O	1,755	nc	1,250	nc	—	41
Columbus Monthly	12	ABC	38	34	120	3.2	O	1,350	nc	975	nc	—	51
Commonwealth, The Magazine of Virginia	12	S	8	7	42	5.2	—	655	nc	525	nc	—	70
Connecticut Magazine	12	ABC	60	60	107	1.66	O	2,450	10	1,750	10	—	45
County Life	12	PE	18	12	30	2.7	O	850	10	675	10	—	55
D Magazine	12	ABC	65	66	230	3.26	O	2,855	10	1,975	10	—	40
Dallas Magazine	12	PE	13	9	100	5.0	O	1,430	nc	980	nc	—	57
Dallas-Ft. Worth Home/Garden Magazine	12	S(A)	55	55	188	3.42	O	2,420	10	1,715	10	—	65
Dallas Times Herald—Westward	52	ABC	—	345	693	2.0	—	3,604	—	2,957	—	—	50
Denver Monthly[3]	12	ABC,S	17	19	70	3.4	O	1,365	nc	930	nc	—	70
Detroit Free Press' Detroit Magazine	52	ABC	—	710	—	—	—	6,533	nc	5,789	nc	R,A	—
Detroit News Magazine[4]	52	ABC	824	817	1,791	2.4	O	9,229	3	7,986	3	A	38
Down East	12	S	71	71	250	3.5	O	1,280	10	890	10	S	49
East End—Magazine of Eastern Long Island and the Hamptons	10	S	—	15	64	3.4	—	1,100	nc	720	nc	R	20
Erie Magazine	6	PE(A)	20	13	35	1.76	O	1,075	nc	860	nc	—	55
GO, The Authentic Guide to New Orleans	12	S	30	30d	60	2.0	—	800	nc	625	nc	—	46
Grand Rapids Magazine	12	S	11	11	75	6.3	O	850	nc	600	nc	—	52
Gray Line TOUR Magazine (6/80)	12	S	20	21d	56	2.82	X	1,380	15	1,200	15	R,X	—
Gulfshore Life	9	PE	17	2	102	6.0	—	1,030	10	830	10	—	47
Honolulu	12	ABC	25	22	72	2.6	O	1,695	15	1,240	15	—	48
Houston City	12	ABC	60	44	124	2.5	O	2,540	10	1,685	10	—	60
Houston Magazine	12	S(A)	16	16	93	5.6	O	1,560	2.5	960	4.1	—	50
Hudson Valley Magazine	12	S	80	26	81	3.05	—	1,215	nc	975	nc	—	70
Indianapolis Magazine	12	S(A)	—	6	—	3.5	O	975	10	650	10	—	48
Indianapolis At Home	12	ABC	30	23	150	5.0	O	1,565	nc	1,125	nc	—	45
INTRO MAGAZINE, the Single Source. (8/80)	12	PE	100	25	—	—	S	2,000	nc	1,500	nc	—	—
Jacksonville Magazine	6	S	8	6	34	4.0	O	865	15	575	15	—	47
Lansing Magazine	12	S(A)	12	12	79	5.3	O	845	nc	655	nc	—	52
Los Angeles Magazine	12	ABC	160	158	—	—	O	4,530	15	3,030	15	—	42
Los Angeles Home/Garden (6/80)	12	PE	30	38	—	—	O	1,885	10	1,263	10	—	—
Louisville Magazine	12	S	11	10	50	4.7	—	940	nc	680	nc	—	50
Louisville Today	12	S	13	12	49	3.1	O	950	nc	700	nc	—	56
Mesa Magazine	12	S	15	9	—	—	—	1,262	nc	864	nc	—	55
Metro-Newark!	6	S	15	3	—	—	—	1,225	10	800	nc	—	64
METRO-The Magazine of Southeastern Virginia	12	PE	—	17	91	4.5	O	1,095	nc	795	nc	—	—
Miami Magazine	12	ABC	24	19	—	—	O	1,545	10	1,105	10	—	45
Mississippi Magazine	6	PE(A)	10	12	88	5.9	O	795	nc	545	nc	S,D	50
Missouri Life Magazine	6	S	30	27	106	3.3	O	1,000	nc	800	nc	S	60
Montana Magazine	6	S	86	97	—	4.6	O	1,495	nc	875	nc	—	70
Monterey Life (1/80)[5]	12	PE(V)	20	6	—	—	—	1,075	nc	860	nc	—	60
Monthly Detroit	12	ABC	40	29	133	3.3	O	1,475	nc	1,100	nc	—	59
Mpls. St. Paul	12	ABC	40	40	116	2.8	O	1,715	10	1,295	10	—	55
Nashville!	12	ABC	25	24	56	2.2	O	1,040	15	945	nc	—	48
Nashville Tennessean Showcase	52	ABC	242	242	776	3.2	—	2,636	nb	2,012	nb	A	35
Nevada Magazine	6	S	—	44	200	3.9	O	1,215	nc	880	nc	—	70
New England Business	20	PE(B)	35	11	126	3.0	O	2,120	10	1,620	10	—	52
New Orleans Magazine[6]	12	PE	209	17	298	4.2	O	3,250	nc	2,095	nc	—	45
New West	26	ABC	250	290	1,510	4.78	R	7,045	15	4,545	15	R	57

[1] California Business is also BPA audited.
[2] Total audience figure is for the Chicago ADI.
[3] Due to change of ownership, ABC has excused the Dec. 1979 audit.
[4] Circ. given is for the Detroit ADI.
[5] Monterey Life is in the process of converting from controlled circulation to paid.
[6] Readers per copy figure is for local edition; tourist edition figure is 15.7.

City/State/Regional CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
New Worlds of Orange County	6	VAC	110	103d	400	3.8	0	4,096	15	2,728	15	—	33
New York Magazine	50	ABC	425	426	1,929	4.3	S,0	12,170	15	7,800	15	—	55
Ohio Magazine	12	ABC	75	74	313	4.0	0	1,745	nc	1,090	nc	—	65
Omaha	12	S	12	7	48	4.0	—	904	10	695	10	—	55
Orange County Home and Garden (11/79)[1]	6	S	25	10	—	—	—	1,410	10	980	10	—	50
Oregon Magazine	12	ABC	35	37	100	2.8	0	1,545	nc	1,050	nc	—	68
Pacific Northwest	9	S(A)	45	50	150	2.63	0	1,575	nc	1,050	nc	—	73
Palm Beach Life Magazine[2]	12	S(A)	20	14	62	3.1	0	1,206	10	898	10	—	55
PANORAMA MAGAZINE Bostons Official Guide	26	S	40	40d	100	2.5	0	—	—	180	15	R	50
Paraplegia News	12	S	21	19	50	2.5	0	1,407	nc	807	nc	—	64
Philadelphia Magazine	12	ABC	135	134	607	4.5	0	4,160	5	2,745	5	—	43
Phoenix Magazine	12	ABC	40	40	186	4.3	0	1,870	nc	1,280	nc	—	55
Pittsburgher Magazine	12	S	—	30	113	3.5	0	1,235	nc	830	nc	—	67
Promenade Magazine	2	S	—	225	2,800	12.4	E	8,850	15	6,900	15	—	70
Richmond Lifestyle	12	S(A)	20	15	78	3.9	0	1,260	10	900	10	—	45
The Roanoker	12	S	—	9	49	4.9	0	970	nc	745	nc	—	45
Sacramento Magazine	12	S(V)	50	49	175	3.5	—	1,740	10	1,200	10	—	50
San Diego Magazine	12	ABC	49	48	214	4.2	0	2,340	15	1,560	15	—	45
San Francisco Magazine	12	ABC	47	36	166	4.6	0	1,520	15	1,010	15	—	55
San Francisco Business Journal (9/79)	52	S	10	10	34	2.9	0	1,515	nb	865	nb	—	93
San Francisco Focus	12	PE(A)	130	143	290	2.0	0	3,250	nc	2,470	nc	—	50
San Francisco Examiner's California Living[3]	52	ABC	—	669	1,695	2.52	0	8,280	nb	5,825	nb	—	—
SANDLAPPER, THE MAGAZINE OF SOUTH CAROLINA	12	S	—	16	113	6.8	0	900	10	650	10	—	66
Santa Barbara Magazine	4	S	—	7	35	4.8	0	765	nc	650	nc	—	60
SCENE Magazine, The Dallas Morning News[4]	52	ABC	—	353	641	2.1	0	3,607	nb	2,957	nb	R	40
Scottsdale! (12/79)	12	S	15	2	—	—	—	900	nc	720	nc	—	—
Shenandoah Valley Magazine (9/79)	7	S	15	8	50	2.0	0	1,470	nc	1,050	nc	—	70
Skisport	6	S	—	60d	180	3.0	—	1,204	nb	753	nb	—	60
Spokane Magazine	12	S	10	8	46	4.6	0	720	nc	570	nc	—	45
Spotlight Magazine (8 titles)[5]	11	PE	12	10	—	7.0	—	1,980	nc	1,680	nc	—	60
St. Louis Magazine	12	ABC	48	42	206	4.6	0	1,695	10	1,195	10	—	50
The State Magazine	12	S	22	21	100	4.5	0	1,140	nc	915	nc	—	70
Texas Homes	10	ABC	100	62	271	3.0	0	3,550	10	2,365	10	—	44
Texas Monthly	12	ABC	275	251	1,186	4.5	E,R	7,395	15	4,825	15	—	45
Travelhost	52	S(B)	185	188d	1,298	6.9	0	—	—	2,100	nc	R	70
Utah Holiday Magazine	12	S	17	15	43	2.5	0	940	10	675	nc	—	46
Washingtonian	12	ABC	97	103	363	3.4	0	4,195	10	2,795	10	—	45
Washington Calendar	12	S(B)	155	2	334	2.1	0	4,450	15	2,970	15	R,S,A	55
The Westchester Traveler (9/80)	6	PE(B)	65	25	—	—	—	2,500	5	1,980	5	—	—
Westchester Magazine	12	S(B)	25	14	121	4.5	X	1,510	5	990	5	—	50
Westchester Illustrated	12	BPA	25	13	80	3.20	0	1,430	nc	1,145	nc	—	—
Yankee	12	ABC	850	850	3,326	3.81	0	6,385	5	4,650	5	A	52

[1] Orange County Home and Garden is in the process of converting to paid circulation. Controlled circulation is currently 30,000.
[2] Rate base not guaranteed.
[3] Not reflected in the ABC circulation are an additional 11,530 copies distributed through bulk sales to hotels and airlines.
[4] Total audience figure is for the Dallas ADI.
[5] Rates given are for insertion in all 8 publications.

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City/State/Regional CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Canadian Magazines													
Atlantic Insight	11	ABC	65	64	265	4.0	O	2,275	nc	1,706	nc	—	60
Canadian Geographic	6	ABC	85	88	371	4.2	P	2,700	nc	2,025	nc	—	75
Hamilton Magazine	12	CCAB	55	54d	234	—	P	1,650	nc	1,230	nc	—	50
Toronto Life Magazine	12	ABC	70	72	340	4.72	P	3,325	nc	2,475	nc	—	40
College													
ACC Basketball Handbook	1	S	100	100	540	4.5	O	2,878	10	1,767	10	S	75
Ampersand	8	S	800	807d	1,695	2.1	O	14,490	nb	9,995	nb		62
The Big Eight	1	PE	85	85	568	6.69	—	2,195	nc	1,755	nc	—	88
The Black Collegian	5	S	264	101	600	3.0	O	3,400	10	2,500	10	—	50
Business Today	3	S	200	210d	560	2.7	O	3,500	15	3,350	15	—	70
Campus Life	12	ABC	275	209	711	3.2	O	3,340	nc	2,500	nc	—	53
The Chronicle of Higher Education	46	ABC	68	70	250	3.5	O	—	—	1,822	nc	—	34
The College Game[1,2]	—	S	6,739	5,416	27,533	4.3	—	108,000	nc	142,094	nc	R	—
Directory of Classes	3	PE	1,500	1,500d	1,500	1.0	O	29,850	nc	21,440	nc	—	—
For Seniors Only	2	S	525	10	1,575	3.0	O	—	—	1,815	nc	R	45
Lens on Campus	4	PE	70	77d	77	—	—	2,445	nc	1,750	nc	—	44
School Guide	1	S	175	175d	—	—	—	—	—	2,952	nb	R	50
Student Youth Group (2 titles)[3]	7,5	S	100	96	—	—	—	—	—	1,000	nc	—	90
Computers/Science/Technology													
Administrative Management	12	ABC	55	52	205	3.7	O	2,915	4.9	2,149	6.7	R	46
Astronomy	12	ABC	100	104	207	2.07	O	1,870	20	1,100	20	—	66
Budget Electronics	1	PE	—	115d	—	—	—	2,335	nc	1,390	nc	—	90
BYTE The Small Systems Journal	12	ABC	—	152	174	1.11	O	2,980	nc	2,500	nc	—	45
Computer Readout (12/80)	1	PE	—	135d	—	—	—	2,335	nc	1,390	nc	—	—
Creative Computing	12	S	80	75	205	2.6	O	2,300	nc	1,700	nc	—	62
Discover (10/80)	12	—	400	—	—	—	—	10,140	15	6,990	15	—	—
80 Microcomputing (1/80)	12	PE(A)	49	*	—	—	—	1,495	10	1,095	10	—	—
Electronics Theory Handbook	1	PE	—	130d	—	—	—	2,335	nc	1,390	nc	—	90
Ham Radio Horizons	12	S	—	52	—	—	—	1,235	35.2	820	23.4	—	57
Ham Radio Magazine	12	S	—	39	—	—	—	1,200	30	950	23.8	—	52
Harvard Magazine (Cycle B)	6	S	185	29	319	1.75	O	4,000	nc	2,400	nc	—	80
Harvard Magazine (Cycle A)	6	S	115	29	189	1.75	O	2,600	nc	1,500	nc	—	80
Hobby Computer Handbook	1	PE	—	135d	—	—	—	2,335	nc	1,390	nc	—	90
Home Video (10/79)	12	ABC	75	75	262	3.5	O	3,095	nc	2,195	nc	—	50
Interface Age	12	PE(A)	81	84	—	—	—	2,180	nc	1,680	nc	R	60
Kilobaud Microcomputing	12	PE	—	—	—	—	—	1,895	10	1,495	10	—	60
Natural History	12	ABC	460	460	1,890	4.02	R	8,890	15	5,925	15	R,M	60
OMNI	12	ABC	800	843	4,483	6.82	R	15,000	nc	10,000	nc	R,S,M,A,D	74
onComputing	4	ABC	—	51	100	2.07	O	2,080	nc	1,600	nc	A	80
Popular Electronics	12	ABC	—	399	—	—	—	11,290	3.5	7,990	5	—	—
Popular Electronics Electric Experimenters' Hndbk.	1	—	—	160d	—	—	—	4,400	5	2,730	5	—	—
QST	12	ABC	—	255	—	—	—	2,348	nc	1,848	10	—	48
Science & Electronics[4]	6	ABC	—	251	—	—	E	4,340	nc	3,395	nc	—	75
Science Digest (Nov/Dec 1980)	12	ABC	400	*	—	—	—	9,600	nc	7,200	nc	A	—
Science 80	10	ABC	400	286	1,001	3.5	E	7,200	10	5,200	10	—	70
Sky and Telescope	12	S	75	65	112	1.81	T,E,R	1,430	10.2	980	14.3	—	56
Smithsonian	12	ABC	1,750	1,890	4,952	2.78	S	26,250	nc	17,500	nc	A	55
Spectrum Select (5/80)	12	BPA	175	162	227	1.3	E	3,589	nc	3,089	nc	—	53
Technology Review	8	ABC	—	55	—	—	—	1,790	10	1,230	10	—	—
Times Mirror Network (4 titles)	12	ABC	4,635	4,786	16,174	2.9	S,T	57,615	1	40,070	1	R,A	52
VIDEO Magazine	12	ABC	60	52	180	3.0	O	2,519	10	1,795	10	A	—
Crafts/Hobbies													
The American Hunter	12	S(A)	500	718	—	—	—	7,120	nc	4,750	nc	R,S,A	85
The American Rifleman	12	S(A)	1,100	1,171	—	—	—	10,850	nc	8,400	nc	R,S,A	67

[1] Published weekly during the football season.
[2] 4-C rate for pre-printed inserts only.
[3] Published during the academic year.
[4] Formerly known as Elementary Electronics.

Crafts/Hobbies CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Astronomy	12	ABC	100	104	207	2.07	O	1,870	20	1,100	20	—	66
Better Homes and Gardens Christmas Ideas	1	PE	—	1,000d	—	—	—	9,900	15	7,400	15	—	—
Better Homes and Gardens Holiday Crafts	1	PE	—	700d	—	—	—	6,900	15	5,180	15	—	—
Better Homes and Gardens 100's of Ideas	1	PE	—	550d	—	—	—	11,500	15	8,050	15	—	—
Better Homes and Gardens 100's of Needlework & Craft Ideas	2	PE	—	700d	—	—	—	6,900	15	5,180	15	—	—
Better Homes and Gardens Sweaters & Afghans (9/80)	1	PE	—	700d	—	—	—	6,900	15	5,180	15	—	—
Bow & Arrow	6	S	100	104	478	4.6	O	1,250	nc	815	nc	—	50
Budget Electronics	1	PE	—	115d	—	—	—	2,335	nc	1,390	nc	—	90
Capper's Weekly	26	ABC	—	416	914	2.23	O	3,300	nb	3,000	nb	S	50
Car Collector & Car Classics	12	PE	40	40	200	5.0	O	750	10	500	10	—	60
Cars & Parts	12	S	—	88	209	2.26	O	910	nc	410	nc	—	28
Co-Ed	10	ABC	800	801	2,716	3.4	S	8,294	10	5,489	10	R,S,A	57
Coin Prices	6	PE	—	116	—	—	—	—	—	603	nc	—	—
Coin World	52	PE	112	112	—	—	—	1,627	nc	1,127	nc	—	—
Coins Magazine	12	PE	—	107	—	—	—	1,142	nc	742	nc	—	—
Crafts[1]	12	ABC	160	148	486	3.2	O	2,025	nc	1,065	nc	A	68
Crafts 'N Things	6	S	—	275	—	—	—	2,250	nc	1,650	nc	—	60
Decorating & Craft Ideas	10	ABC	800	859	6,271	7.53	R	9,250	nc	7,120	nc	—	61
											nc	—	61
Family Circle Great Ideas—Christmas Helps	1	S	925	960	—	—	—	9,850	nc	7,680	nc	—	—
Family Circle Great Ideas—Decorating Made Easy	1	S	475	505	—	—	O	5,940	nc	4,630	nc	—	80
Family Circle Great Ideas—Fashions & Crafts	1	S	450	386	—	—	—	5,500	nc	4,290	nc	—	—
The Family Food Garden	9	ABC	300	301	—	—	O	3,535	nc	2,355	nc	R,A	60
Fine Woodworking	6	S	200	171	—	—	—	—	—	4,400	10	—	76
Flying Models	12	ABC	—	30	—	—	—	589	10	365	10	—	66
Good Housekeeping Needlecraft	2	PE	—	1,000	—	—	O	5,990	nc	5,310	nc	—	66
Ham Radio Magazine	12	S	—	39	—	—	—	1,200	30	950	23.8	—	52
Ham Radio Horizons	12	S	—	52	—	—	—	1,235	35.2	820	23.4	—	57
High Fidelity	12	ABC	400	375	1,655	4.3	O	15,035	nc	11,220	nc	R,S,A	54
Horse and Horseman	12	S	90	90	330	3.6	O	1,260	nc	760	nc	—	53
House & Garden[2]	12	ABC	1,000	1,050	9,690	9.0	S,T,R,O	19,825	15	13,475	15	R,S,M,A,T	47
Kilobaud Microcomputing	12	PE	—	—	—	—	—	1,895	10	1,495	10	—	60
Lady's Circle Needlework	4	PE	134	—	—	—	—	550	nc	330	nc	—	—
Linn's Stamp News	52	S	—	84	—	—	—	1,728	nb	1,248	nb	—	25
McCall's Best Decorating & Homes Care Ideas #6	1	PE	—	375d	—	—	—	4,580	nb	4,010	nb	—	71
Model Railroader	12	ABC	—	185	186	1.0	—	1,813	nc	1,306	nc	—	55
Numismatic News	52	PE	—	57	—	—	—	—	—	741	nc	—	—
Old Cars Price Guide	4	PE	70	70	175	2.5	O	745	nc	295	nc	—	94
Railfan & Railroad	6	S	—	52	—	—	—	730	10	480	10	—	—
Railroad Model Craftsman	12	ABC	—	95	—	—	—	820	10	590	10	—	48
Science & Electronics[3]	6	ABC	—	251	—	—	E	4,340	nc	3,395	nc	—	75
73 Magazine	12	PE	—	*	—	—	—	2,045	10	1,645	10	—	60
Strategy & Tactics	6	PE	—	30	70	1.92	O	2,150	nc	1,550	nc	Z	96
Super-8 Filmaker	8	S	45	50	229	4.5	O	3,119	15	1,913	15	—	58
Trains	12	ABC	—	72	72	—	—	1,442	nc	859	nc	—	81
Tropical Fish Hobbyist	12	S	—	43	—	—	O	715	nc	425	nc	—	70
Canadian Magazines													
Rénovation Bricolage	12	ABC	—	60	—	—	P	2,100	—	1,650	—	R,S	60

Decorating/Gardening

American Horticulturist	6	S	26	27	—	—	O	800	nc	600	nc	—	85
Americana	6	ABC	250	251	918	3.5	S	5,040	nb	3,360	nb	R,Z,A	70
Apartment Life	12	ABC	800	818	2,605	3.16	S	13,850	10	9,650	10	R	52
Architectural Digest[4]	10	ABC	450	482	3,480	7.0	O	12,190	nc	8,125	nc	S	50
BALTIMORE Magazine	12	ABC	50	46	100	2.1	O	2,245	10	1,795	10	—	46

[1] Rate base estimated; 1981 rate base estimated at 170,000.
[2] Supplied inserts only for state split-runs; Metro split in New York only.
[3] Formerly known as Elementary Electronics.
[4] Effective 1981, Architectural Digest will be published monthly.

Decorating/Gardening
CONTINUED

	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Better Homes and Gardens Decorating Ideas	4	PE	—	550d	—	—	—	11,500	15	8,050	15	—	—
Better Homes and Gardens Garden Ideas & Outdoor Living	1	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Better Homes and Gardens Gardener's Handbook	1	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Better Homes and Gardens Home Plan Ideas	1	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Better Homes and Gardens 100's of Ideas	1	PE	—	550d	—	—	—	11,500	15	8,050	15	—	—
Better Homes & Gardens Kitchen and Bath Ideas	2	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Better Homes and Gardens Remodeling Ideas	4	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Better Homes and Gardens Traditional Home Ideas	1	PE	—	550d	—	—	—	11,500	15	8,050	15	—	—
Better Homes and Gardens Window and Wall Decorating Ideas	1	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Blair & Ketchum's Country Journal	12	ABC	220	225	655	2.62	O	4,634	15	2,750	15	A	60
Capper's Weekly	26	ABC	—	416	914	2.23	O	3,300	nb	3,000	nb	S	50
Colonial Homes	6	ABC	400	538	1,909	3.5	S	8,995	15	6,500	15	A	65
Crafts 'N Things	6	S	—	275	—	—	—	2,250	nc	1,650	nc	—	60
Dallas-Ft. Worth Home/Garden Magazine	12	S(A)	55	55	188	3.42	O	2,420	10	1,715	10	—	65
Dallas/Ft. Worth Living	6	PE(B)	90	90d	—	—	—	3,275	5.9	2,375	8.2	—	30
Decorating & Craft Ideas	10	ABC	800	859	6,271	7.53	R	9,250	nc	7,120	nc	—	61
Denver Living[1]	6	PE(B)	90	90d	—	—	—	3,275	5.9	2,375	8.2	—	30
Early American Life	6	ABC	400	354	1,136	3.0	S	7,174	nc	5,124	nc	A	66
Family Circle Great Ideas—Decorating Made Easy	1	S	475	505	—	—	O	5,940	nc	4,630	nc	—	80
The Family Food Garden	9	ABC	300	301	—	—	O	3,535	nc	2,355	nc	R,A	60
The Family Handyman	10	ABC	1,000	1,038	4,727	4.8	E,R	11,150	nc	7,850	nc	S,Z,A,T	46
Flower & Garden	6	ABC	—	511	2,780	5.4	T	4,750	nc	3,405	nc	R	65
Good Housekeeping's Country Living	6	PE	—	400	1,684	4.21	O	6,625	nc	4,850	nc	—	80
Home Magazine	52	ABC	1,289	1,289	2,900	2.2	—	15,900	nc	11,840	nc	R	45
Homeowners How To[2,3]	6	ABC	400	366	960	2.4	O	8,520	nc	5,865	nc	R,T	74
Horticulture	12	ABC	—	122	—	—	O	2,100	10	1,440	10	—	63
House & Garden Building & Remodeling Guide (January/February/80)	6	PE	175	175d	700	4.0	O	3,700	15	2,460	15	—	—
House & Garden Decorating Guide	4	PE	300	300d	1,200	4.0	O	6,160	15	4,000	15	—	70
House & Garden Gardening Guide	1	PE	175	175d	700	4.0	O	3,700	15	2,460	15	—	70
House & Garden Kitchen & Bath Guide	1	PE	200	200d	800	4.0	O	4,065	15	2,710	15	—	70
House Beautiful	12	ABC	800	929	11,225	11.85	S,R,O	17,110	15	11,685	15	R	48
House Beautiful's Building Manual	4	S	—	175d	—	—	O	4,150	15	2,800	15	—	62
House Beautiful's Home Remodeling	2	S	—	175d	—	—	—	4,150	15	2,800	15	—	59
House Beautiful's Home Decorating	4	S	—	300d	—	—	O	6,900	15	4,500	15	—	71
House Beautiful's Houses & Plans	1	S	—	175d	—	—	—	4,150	15	2,800	15	—	63
House Beautiful's Kitchens/Baths (6/80)[4]	1	S	—	200d	—	—	—	4,350	15	2,900	15	—	—
House Plants & Porch Gardens	12	S	—	212	500	2.4	O	1,850	nc	1,400	10	A	60
Houston Home/Garden	14	ABC	92	81	319	3.47	O	3,435	10	2,640	10	—	60
Indianapolis At Home	12	ABC	30	23	150	5.0	O	1,565	nc	1,125	nc	—	45
Los Angeles Home/Garden (6/80)	12	PE	30	38	—	—	O	1,885	10	1,263	10	—	—
McCall's Best Decorating & Homes Care Ideas #6	1	PE	—	375d	—	—	—	4,580	nb	4,010	nb	—	71
Moon Sign Book	1	S	200	160	—	—	—	—	—	825	nb	—	83
The Mother Earth News	6	ABC	900	939	4,248	4.4	O	16,200	nc	10,800	nc	R,A	66
1,001 Decorating Ideas[5]	10	ABC	1,100	1,104	5,500	5.5	S	12,855	nc	10,195	nc	R	57
Orange County Home and Garden (11/79)[6]	6	S	25	10	—	—	—	1,410	10	980	10	—	50
Organic Gardening	12	S(A)	1,250	1,205	3,690	3.23	S	10,495	nc	7,240	10	A	55
Palm Beach Life Magazine[7]	12	S(A)	20	14	62	3.1	O	1,206	10	898	10	—	55
Shenandoah Valley Magazine (9/79)	7	S	15	8	50	2.0	O	1,470	nc	1,050	nc	—	70
Southern Accents	4	S(A)	110	86	288	3.34	O	3,175	6.2	2,150	9.3	—	50
Southern Living	12	ABC	1,750	1,812	7,398	4.05	R	22,280	5	15,750	5	R,S,M	46
Texas Homes	10	ABC	100	62	271	3.0	O	3,550	10	2,365	10	—	44
Total Health	6	S	60	60d	240	4.0	O	1,325	nc	1,025	10	—	83
Westchester Magazine	12	S(B)	25	14	121	4.5	X	1,510	5	990	5	—	50

[1] Format will change from 4-column to 3-column. Rates will be adjusted.
[2] Rate base effective March/April 1980 issue. Previous rate base was 300,000. AEC figure reflects one issue at 300,000 and two issues at 400,000.
[3] Split-run editions available in 1981.
[4] House Beautiful's Kitchens/Baths will be published 2X in 1981.
[5] Effective 1/81, 1,001 Decorating Ideas will be published monthly and change its name to 1,001 Home/Decorating Ideas.
[6] Orange County Home and Garden is in the process of converting to paid circulation. Controlled circulation is currently 30,000.
[7] Rate base not guaranteed.

Decorating/Gardening CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Canadian Magazines													
Decoration—Chez Soi	11	ABC	—	99	—	—	P	2,325	nc	1,875	nc	R,D	—
Harrowsmith	8	ABC	150	145	555	3.7	P	3,900	10	2,925	10	—	60
Les Maisons du Québec	6	ABC	—	32	—	—	—	1,210	nc	760	nc	—	66
Electronics													
Administrative Management	12	ABC	55	52	205	3.7	O	2,915	4.9	2,149	6.7	R	46
Amateur Radio Today	1	PE	—	125d	—	—	—	2,340	nc	1,395	nc	—	90
Audio	12	ABC	—	113	235	2.0	—	4,700	3.2	3,975	3.7	—	—
BAM, the California Music Magazine	24	S	100	2	442	4.42	O	2,500	10	1,535	10	M	50
Budget Electronics	1	PE	—	115d	—	—	—	2,335	nc	1,390	nc	—	90
BYTE The Small Systems Journal	12	ABC	—	152	174	1.11	O	2,980	nc	2,500	nc	—	45
CB Yearbook	1	PE	—	125d	—	—	—	2,440	nc	1,495	nc	—	83
Communications World	1	PE	—	115d	—	—	—	2,335	nc	1,390	nc	—	90
Contemporary Keyboard	12	S	—	58	137	2.3	—	1,424	nc	1,100	nc	—	60
Creative Computing	12	S	80	75	205	2.6	O	2,300	nc	1,700	nc	—	62
80 Microcomputing (1/80)	12	PE(A)	49	—	—	—	—	1,495	10	1,095	10	—	—
Electronics Theory Handbook	1	PE	—	130d	—	—	—	2,335	nc	1,390	nc	—	90
Electronics Hobbyist	1	PE	—	135d	—	—	—	2,335	nc	1,390	nc	—	90
Guitar Player	12	S	141	140	465	2.3	—	3,200	nc	2,290	nc	—	40
Ham Radio Magazine	12	S	—	39	—	—	—	1,200	30	950	23.8	—	52
Ham Radio Horizons	12	S	—	52	—	—	—	1,235	35	820	23.4	—	57
Hobby Computer Handbook	1	PE	—	135d	—	—	—	2,335	nc	1,390	nc	—	90
Home Video (10/79)	12	ABC	75	75	262	3.5	O	3,095	nc	2,195	nc	—	50
Kilobaud Microcomputing	12	PE	—	—	—	—	—	1,895	10	1,495	10	—	60
Mechanix Illustrated	12	ABC	1,600	1,669	6,606	3.84	S,X	21,170	10	14,925	10	RSMZADT	46
Next (March/April/1980)[1]	6	PE(A)	300	300	—	3.5	O	7,195	15	5,095	15	—	—
99 IC Projects	1	PE	—	120d	—	—	—	2,335	nc	1,390	nc	—	90
onComputing	4	ABC	—	51	100	2.07	O	2,080	nc	1,600	nc	A	80
101 Electronics Projects	1	PE	—	125d	—	—	—	2,335	nc	1,390	nc	—	90
Popular Electronics	12	ABC	—	399	—	—	—	11,290	3.5	7,990	5	—	—
Popular Electronics Electric Experimenters' Hndbk.	1	—	—	160d	—	—	—	4,400	5	2,730	5	—	—
Popular Science	12	ABC	1,800	1,913	6,619	4.03	S	22,165	10	15,625	10	R,S,A	50
QST	12	ABC	—	255	—	—	—	2,348	nc	1,848	10	—	48
Science & Electronics[2]	6	ABC	—	251	—	—	E	4,340	nc	3,395	nc	—	75
73 Magazine	12	PE	—	—	—	—	—	2,045	10	1,645	10	—	60
Spectrum Select (5/80)	12	BPA	175	162	227	1.3	E	3,589	nc	3,089	nc	—	53
Stereo Review	12	ABC	540	543	—	—	—	20,685	5	14,775	5	—	—
Stereo Review's Tape Recording & Buying Guide	1	—	—	125d	—	—	—	5,715	5	3,740	5	—	—
Stereo Review's Stereo Directory & Buying Guide	1	—	—	170d	—	—	—	7,490	5	5,155	5	—	—
Technology Review	8	ABC	—	55	—	—	—	1,790	10	1,230	10	—	—
VIDEO Magazine	12	ABC	60	52	180	3.0	O	2,519	10	1,795	10	A	—
Video Review (4/80)[3]	12	PE(A)	50	80	240	3.0	O	3,355	10	2,395	10	—	60
Entertainment													
The Advocate	25	ABC	65	70	330	5.0	O	1,680	nb	1,080	nb	—	64
After Dark	12	ABC	60	53	300	5.0	O	2,100	nc	1,400	nc	—	40
All in Style	10	S	1,225	1,225	3,062	2.5	O	19,200	nc	14,405	nc	R,M	50
Aloha, The Magazine of Hawaii	6	ABC	60	70	305	4.37	O	2,295	nc	1,845	nc	—	80
American Film	10	ABC	100	102	244	2.44	E	2,350	nc	1,595	nc	A	71
Ampersand	8	S	800	807d	1,695	2.1	O	14,490	nb	9,995	nb		62
Arkansas Times	12	S(A)	23	22	66	2.9	O	1,385	nc	895	nc	—	50
Arts & Leisure Chicago Network (2 titles)	12	S	40	40d	—	—	O	1,250	nc	850	nc	—	60
Arts & Leisure Los Angeles Network (2 Titles)	12	S(A)	100	100d	240	2.4	O	2,475	nc	1,700	nc	—	50
Arts & Leisure San Francisco Network (4 Titles)	12	S	175	175d	420	2.4	O	3,520	nc	2,520	nc	R	50

[1] Effective with the 9/81 issue, Next will be published monthly.
[2] Formerly known as Elementary Electronics.
[3] Percentage of editorial pages is estimated for 1980.

Entertainment CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
The Asia Mail	12	S	30	30d	60	2.0	—	—	—	1,760	nb	—	65
Atlantic City Magazine	6	PE	50	50	300	6.0	—	2,250	nc	1,500	10	—	40
Audio	12	ABC	—	113	235	2.0	—	4,700	3.2	3,975	3.7	—	—
Avenue M	12	S	—	15d	50	3.3	—	—	—	920	nc	—	50
Ballet News	12	S	36	40	—	—	—	750	nc	600	nc	—	80
BALTIMORE Magazine	12	ABC	50	46	100	2.1	0	2,245	10	1,795	10	—	46
BAM, the California Music Magazine	24	S	100	2	442	4.42	0	2,500	10	1,535	10	M	50
Biblical Archaeology Review	6	S	60	60	—	—	—	1,095	nc	795	nc	—	—
Big Valley - The San Fernando Valley Magazine	12	PE	36	16	108	3.0	—	1,575	10	1,175	10	—	55
Birmingham Magazine	12	S	7	6	—	—	—	725	nc	525	nc	—	48
Book Digest	12	ABC	400	1,012	4,173	3.6	S,0	5,600	nc	4,000	nc	R	87
Boston Bruins Official Program Magazine	52	PE	275	275d	1,045	3.8	0	3,850	10	2,505	10	—	50
Broward Life	12	VAC	17	6	60	4.0	0	1,225	10	920	10	—	45
Buffalo Spree	4	S	20	*	50	2.5	—	1,440	nc	940	nc	—	50
Chic	12	ABC	300	286	1,864	6.93	R	2,800	nc	2,000	nc	—	90
Chicago Faces! (7/79)	6	PE(A)	40	39	120	3.0	0	1,850	nc	1,250	nc	—	60
Cincinnati Magazine	12	ABC	21	19	78	3.6	0	1,295	10	875	10	—	50
Cleveland Magazine	12	ABC	60	49	181	3.3	0	1,755	nc	1,250	nc	—	41
Contemporary Keyboard	12	S	—	58	137	2.3	—	1,424	nc	1,100	nc	—	60
CREEM	12	ABC	—	114	900	6.5	0	2,850	10	1,950	10	X	73
D Magazine	12	ABC	65	66	230	3.26	0	2,855	10	1,975	10	—	40
The Dial (9/80)[1]	12	PE(A)	650	650	1,300	2.0	X,0	14,610	nc	9,425	nc	—	50
Discoworld Magazine	6	S	60	103	750	7.0	—	1,215	10	935	10	—	66
The Drama Review	4	S	—	6	15	4.0	—	—	—	330	7.5	—	83
Epic Illustrated (2/80)	4	PE	200	200	—	—	0	3,035	nc	2,050	nc	—	*
Forecast!	12	PE	26	26	100	3.8	—	1,175	10	695	10	—	—
Frets Magazine	12	S	75	38	247	2.3	—	1,714	nc	1,200	nc	—	60
Gambling Times	12	S(A,V)	70	71	164	2.3	—	2,000	10	1,500	10	—	60
Games	6	ABC	600	600	1,995	3.2	R	8,975	nc	6,275	nc	R,S,Z,T	70
Gentleman's Companion (5/80)	12	PE	275	275	1,650	6.00	0	3,000	nc	2,200	nc	—	—
GO, The Authentic Guide to New Orleans	12	S	30	30d	60	2.0	—	800	nc	625	nc	—	46
Gold Coast of Florida	12	S	30	18	120	4.0	0	1,750	nc	1,320	nc	R,S	45
Gourmet	12	ABC	650	671	3,869	5.67	R	12,500	15	7,000	15	—	60
Grand Rapids Magazine	12	S	11	11	75	6.3	0	850	nc	600	nc	—	52
Gray Line TOUR Magazine (6/80)	12	S	20	21d	56	2.82	X	1,380	15	1,200	15	R,X	—
Greek Theatre[2]	5	S	150	150d	360	2.4	0	1,875	nc	1,350	nc	—	50
Guitar Player	12	S	141	140	465	2.3	—	3,200	nc	2,290	nc	—	40
Heavy Metal Magazine	12	ABC	188	179	800	4.5	0	2,700	10	2,000	10	—	90
Hi-Fi Stereo Buyer's Guide	6	ABC	32	40	124	3.0	0	2,545	nc	1,740	8.6	A	60
High Fidelity	12	ABC	400	375	1,655	4.3	0	15,035	nc	11,220	nc	R,S,A	54
Home Video (10/79)	12	ABC	75	75	262	3.5	0	3,095	nc	2,195	nc	—	50
Horizon	12	S(A)	85	85	376	4.0	E	2,760	15	1,840	15	—	75
Horse and Horseman	12	S	90	90	330	3.6	0	1,260	nc	760	nc	—	63
Hudson Valley Magazine	12	S	80	26	81	3.05	—	1,215	nc	975	nc	—	70
Hustler	12	ABC	1,800	1,641	7,822	4.92	R	13,000	nc	9,000	nc	—	85
IN TOUCH For Men	12	PE(A)	66	73	298	4.0	0	1,080	nc	800	nc	—	19
Indianapolis Magazine	12	S(A)	—	6	—	3.5	0	975	10	650	10	—	48
Interview	12	S	96	91	396	4.1	0	2,200	4.5	1,500	6.6	—	60
Key Magazines Inc.(25 titles)	—	S	1,000	1,069d	2,674	2.5	—	*	10	*	10	R,S	40
Metro-Newark!	6	S	15	3	—	—	—	1,225	10	800	nc	—	64
METRO-The Magazine of Southeastern Virginia	12	PE	—	17	91	4.5	0	1,095	nc	795	nc	—	—
Mississippi Magazine	6	PE(A)	10	12	88	5.9	0	795	nc	545	nc	S,D	50
Modern Drummer	6	S	35	33	105	3.0	0	995	nc	690	nc	—	60
Mpls. St. Paul	12	ABC	40	40	116	2.8	0	1,715	10	1,295	10	—	55
Musician, Player & Listener	8	S	80	80	274	3.3	0	1,760	10	1,290	10	—	50
Nashville Tennessean Showcase	52	ABC	242	242	776	3.2	—	2,636	nb	2,012	nb	A	35
National Lampoon	12	ABC	650	647	5,597	—	T,R	9,900	10	6,700	10	R,A	65

[1] Projected 1980 % editorial pages.
[2] Greek Theatre magazine is published monthly June through Oct.

Entertainment CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
NE Senior Citizen	12	S	—	10	200	4.0	O	1,580	nb	1,120	nb	R,S	60
Negro Traveler & Conventioneer	6	S	72	72	—	—	—	1,226	nc	995	nc	—	33
Nevada Magazine	6	S	—	44	200	3.9	O	1,215	nc	880	nc	—	70
New Orleans Magazine[1]	12	PE	209	17	298	4.2	O	3,250	nc	2,095	nc	—	45
The New Republic	48	ABC	88	79	163	2.0	O	2,650	10	1,620	10	A	—
New York Islanders Official Program Magazine	52	PE	285	285d	1,083	3.8	O	3,915	10	2,545	10	—	50
New York Magazine	50	ABC	425	426	1,929	4.3	S,O	12,170	15	7,800	15	—	55
New York News for Kids (10/79)	8	S(V)	230	230	708	3.08	O	3,000	nc	2,750	nc	—	50
New York Review of Books	21	S	105	104	314	3.0	—	*	—	2,050	nc	—	60
Nuestro	12	S	190	195	927	4.7	O	5,000	nc	3,000	nc	—	65
Opera News	20	ABC	99	101	252	2.4	O	1,980	nc	1,580	nc	—	66
Orlando-land Magazine	12	S	26	3	78	3.0	O	1,170	3.8	975	4.6	—	50
PANORAMA (2/80)	12	S(A)	100	101	—	—	O	2,200	nc	1,525	nc	A	—
PANORAMA MAGAZINE Bostons Official Guide	26	S	40	40d	100	2.5	O	—	—	180	15	R	50
Penthouse	12	ABC	4,500	4,502	12,337	3.32	R	34,075	nc	22,565	nc	RSMAXT	67
Philadelphia Bulletin's Television Sports (9/80)[2]	52	ABC	—	529	1,145	2.2	O	4,750	nc	3,800	nc	—	—
Pittsburgher Magazine	12	S	—	30	113	3.5	O	1,235	nc	830	nc	—	67
Playbill-Boston[3]	12	S	202	202d	400	1.9	—	—	—	140	15	R	50
Playbill-New York	12	S	1,020	1,020d	2,244	2.2	O	16,350	15	10,897	15	—	40
Playgirl	12	ABC	725	784	4,400	7.0	R	8,240	nb	6,180	nb	R,S,M,A	65
Promenade Magazine	2	S	—	225	2,800	12.4	E	8,850	15	6,900	15	—	70
Public Broadcasting Magazine Network (36 titles)	12	S	—	1,148	—	—	—	18,420	nc	21,731	nc	—	—
Ravinia Festival Program	9	S	135	135d	—	—	—	2,990	15	2,280	15	—	48
Rollerskating	6	PE	—	85d	—	—	O	1,800	nc	1,300	nc	—	50
Rolling Stone	26	ABC	700	690	3,582	5.01	S,T,R	13,740	nb	9,120	nb	—	50
Sacramento Magazine	12	S(V)	50	49	175	3.5	—	1,740	10	1,200	10	—	50
San Diego Magazine	12	ABC	49	48	214	4.2	O	2,340	15	1,560	15	—	45
San Francisco Focus	12	PE(A)	130	143	290	2.0	O	3,250	nc	2,470	nc	—	50
Saturday Review	12	ABC	500	519	—	—	—	7,545	10	5,390	10	—	67
See Magazines (16 titles)	12	S	2,885	2,885d	10,000	3.4	O	*	10	*	10	—	54
Senior American News	12	S	—	5	120	4.0	O	1,580	nb	1,120	nb	R,S	60
Sheet Music	9	ABC	135	210	—	—	—	1,950	10	1,445	10	—	83
Signature	12	ABC	625	629	1,650	2.75	S	7,345	nc	6,080	nc	R,S,M,A	55
16 Magazine	12	ABC	300	251	628	2.5	O	2,100	nc	1,350	nc	—	92
Soho News	52	PE	—	43	—	2.5	S	1,471	nb	985	nb	—	60
Southern California Guide	12	S	20	20	64	3.2	O	685	15	520	—	—	48
Spotlight Magazine (8 titles)[4]	11	PE	12	10	—	7.0	—	1,980	nc	1,680	nc	—	60
The Stagebill Group	12	S	13,200	13,200d	29,040	2.2	O	*	nc	*	nc	R	53
Stagebill-Carnegie Hall	9	S	75	75d	165	2.2	—	1,795	nc	1,235	nc	—	50
Stagebill-Chicago	12	S	385	385d	847	2.2	—	6,340	nc	4,315	nc	—	50
Stagebill-Dallas		S	125	125d	275	2.2	—	2,290	nc	1,660	nc	—	50
Stagebill-Detroit		S	440	440d	968	2.2	—	6,545	nc	4,400	nc	—	50
Stagebill-Kennedy Center	12	S	210	210d	462	2.2	—	4,745	nc	3,060	nc	—	50
Stagebill-Lincoln Center	12	S	340	340d	748	2.2	—	7,790	nc	5,330	nc	—	58
Stagebill-Milwaukee		S	200	200d	440	2.2	—	4,620	nc	3,080	nc	—	50
Stagebill-Philadelphia		S	330	330d	726	2.2	—	7,250	nc	4,830	nc	—	50
Stagebill-St. Louis		S	210	210d	462	2.2	—	4,850	nc	3,235	nc	—	50
Stereo Review	12	ABC	540	543	—	—	—	20,685	5	14,775	5	—	—
Stereo Review's Stereo Directory & Buying Guide	1	—	—	170d	—	—	—	7,490	5	5,155	5	—	—
Stereo Review's Tape Recording & Buying Guide	1	—	—	125d	—	—	—	5,715	5	3,740	5	—	—
'Teen Magazine[5]	12	ABC	1,000	1,054	3,432	3.24	T	11,395	10	7,350	10	R,S,A	60
Time	52	ABC	4,250	4,451	20,180	4.57	S,X,M	70,285	15	45,055	15	RSMZADT	45
Time A+	20	ABC	600	637	—	—	—	18,685	15	11,980	15	—	—
Time B	26	ABC	1,550	1,564	—	—	—	38,350	15	24,585	15	—	—

[1] Readers per copy figure is for local edition; tourist edition figure is 15.7.
[2] Total audience figure is for the Philadelphia ADI.
[3] Black & white page rate is per theatre, per week.
[4] Rates given are for insertion in all 8 publications.
[5] Total audience figure adjusted to 12/79 circulation.

Entertainment CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Time Big-time	26	ABC	2,790	2,760	—	—	—	48,520	15	31,105	15	—	—
Time Doctors'	15	ABC	165	152	—	—	—	7,525	15	4,825	15	—	—
Time-Exurban	—	—	1,460	—	—	—	—	24,935	15	15,985	15	—	—
Time Half-time	—	—	2,125	—	—	—	—	38,965	15	24,980	15	—	—
Time Student/Educator	7	ABC	550	549	—	—	—	16,060	15	10,295	15	—	—
Time T	26	ABC	300	308	—	—	—	14,840	15	9,515	15	—	—
Time U.S. Ex-Time B	—	—	2,700	—	—	—	—	46,120	15	29,565	15	—	—
Time Z	20	ABC	1,200	1,213	—	—	—	33,530	15	21,495	15	—	—
Travel/Holiday	12	S	750	769	3,135	4.05	T	8,430	nc	5,875	nc	R	55
Travelhost	52	S(B)	185	188d	1,298	6.9	O	—	—	2,100	nc	R	70
TV Facts[1]	52	PE	*	3,000d	7,800	2.6	—	—	—	150	nb	M	—
TV Guide	52	ABC	18,300	19,873	42,236	2.13	S,R,X	69,500	nc	58,800	nc	R	56
US[2]	26	ABC	1,000	1,006	3,982	4.35	S	10,440	15	8,090	15	—	70
VIDEO Magazine	12	ABC	60	52	180	3.0	O	2,519	10	1,795	10	A	—
Video Review (4/80)[3]	12	PE(A)	50	80	240	3.0	O	3,355	10	2,395	10	—	60
The Village Voice	52	ABC	154	154	370	2.4	S	4,456	nc	3,156	nc	—	60
Washington Calendar	12	S(B)	155	2	334	2.1	O	4,450	15	2,970	15	R,S,A	55
Washington Dossier	12	VAC	40	3	120	3.0	O	2,095	10	1,575	10	—	42
Westchester Magazine	12	S(B)	25	14	121	4.5	X	1,510	5	990	5	—	50
Writer's Digest	12	ABC	150	163	185	1.09	E	4,324	nc	2,884	nc	A	60
Writer's Yearbook	1	S	75	66	179	2.76	O	2,480	nc	1,320	nc	A	85
Canadian Magazines													
Front Row Centre	5	CCAB,S	—	876	—	—	—	4,408	nc	3,150	nc	—	—
Hamilton Magazine	12	—	55	54d	234	—	P	1,650	nc	1,230	nc	—	50
Marquee	6	CCAB	325	324	8,125	2.5	O	3,985	nc	2,955	nc	S	58
Montréal Ce Mois-Ci	12	—	100	*	240	2.38	S,T	2,470	nc	1,860	nc	—	33
Montreal Calendar Magazine	12	—	80	*	190	2.38	S,T	3,125	nc	2,350	nc	—	33
Newfoundland Herald	52	ABC	50	—	246	4.5	P	1,390	10	630	10	—	60
TV Guide	52	ABC	1,000	1,002	4,000	3.6	P	9,550	nc	7,550	nc	R	50
Vancouver Magazine	12	CCAB	91	91d	199	2.18	P	2,765	nc	1,860	nc	S	57
Ethnic													
Attenzione	12	S(A)	160	160	752	4.7	—	3,750	nc	2,750	nc	—	75
The Crisis	10	S	115	115	252	2.14	—	3,350	10	2,150	10	—	85
National Jewish Monthly	10	PE	185	200	500	2.5	O	2,880	nc	1,485	nc	—	52
Players	12	S	200	185	1,175	5.6	O	2,200	5	1,400	5	—	80
Farm													
American Agriculturist	12	ABC	—	88	88	—	—	4,082	nc	3,192	nc	R	45
American Cowboy (Hoof and Horn)	12	PE	—	23	—	—	—	1,240	6.3	790	10	—	50
California Farmer	21	ABC	59	59	143	2.4	O	3,890	nc	3,154	10	S,Z	—
Colorado Rancher & Farmer	12	ABC	—	24	68	2.8	O	1,288	nc	988	nc	*	37
Farm Journal[4]	14	ABC	1,180	1,276	3,318	2.6	X	30,975	nc	21,975	nc	R,S,Z,D	50
The Farmer	23	ABC	200	201	—	—	X	5,834	nb	4,484	nb	—	40
Hoard's Dairyman	23	ABC	—	214	869	4.0	O	8,135	nc	5,423	nc	Z	40
Horse, Of Course	12	S	—	128	523	4.12	O	1,984	nc	1,210	nc	*	—
Kansas Farmer	21	ABC	—	64	—	2.57	X	3,282	nc	2,432	nc	Z,D	40
Michigan Farmer	21	ABC	73	73	206	2.8	X	3,358	nc	2,508	nc	Z,D	40
Missouri Ruralist	21	ABC	—	73	202	2.76	X	3,434	nc	2,584	nc	Z,D	36
Moon Sign Book	1	S	200	160	—	—	—	—	—	825	nb	—	83
The New Farm	7	S	75	90	—	—	—	—	—	1,425	10	—	69
Ohio Farmer	21	ABC	100	101	250	2.46	X	2,434	nc	2,584	nc	Z,D	47
The Old Farmer's Almanac	1	PE	2,400	2,600	6,000	2.5	O	—	—	4,180	nb	—	75

[1] Black and white page rate is per regional edition.
[2] Rates based on circulation of 900,000 until 1981.
[3] Percentage of editorial pages is estimated for 1980.
[4] Consult publisher for local market splits.

Farm CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Pennsylvania Farmer	21	ABC	76	76	231	3.02	X	3,358	nc	2,508	nc	Z,D	41
Progressive Farmer[1]	12	ABC	800	973	2,432	2.5	T,O	16,730	nc	11,865	nc	R,S,Z,A,D	48
Racing Digest	52	S	58	58	—	—	—	—	—	300	—	R	60
Successful Farming	13	ABC	780	696	2,626	3.3	O	17,970	nc	12,575	nc	R,S,Z,A,D	45
Texas Farmer-Stockman/Oklahoma Farmer-Stockman	12	ABC	225	243	822	3.6	O	8,498	nc	6,498	nc	R,S,Z,D	50
The Western Horseman	12	ABC	160	173	574	3.25	O	3,085	nc	1,680	nc	—	52
Wisconsin Agriculturist	23	ABC	85	89	—	—	O	3,410	nc	2,622	nc	S	41
Canadian Magazines													
Cattlemen	12	ABC	—	42	—	—	—	1,811	10	1,185	10	—	46
Country Guide	12	ABC	—	—	936	3.59	P	14,830	10	5,521	10	R,S,D	42
Flying													
AOPA Pilot	12	ABC	256	249	579	2.3	O	6,365	nc	3,960	10	—	55
Aviation	12	PE	51	52d	468	9.0	O	2,511	10	1,255	10	R	—
Continental Extra	12	BPA	83	82d	—	—	T,R,O	3,865	nc	2,920	nc	R	46
East/West Network (7 titles)[2]	12	BPA	950	930d	3,506	3.91	T,R,O	29,828	nc	22,455	nc	R	45
Eastern Review	12	BPA	310	305d	980	3.3	T,R,O	12,000	nc	9,025	nc	—	45
Flying	12	ABC	—	365	—	—	—	13,870	nc	9,240	10	—	—
Flying Annual & Buyers Guide	1	PE	—	165d	—	—	—	5,445	nc	3,770	10	—	—
Flying Models	12	ABC	—	30	—	—	—	589	10	365	10	—	66
Frontier Magazine[3]	6	S	60	60d	345	5.7	R	1,976	nc	1,688	nc	A	50
Hughes Airwest Sundancer[4]	12	BPA	60	59d	—	—	T,R	3,140	nc	2,370	nc	—	43
Ozark Flightime	12	BPA	40	42d	—	—	T,R,O	2,095	nc	1,580	nc	—	46
PSA Magazine	12	BPA	75	67d	—	—	T,R,O	3,925	nc	2,960	nc	—	42
Texas International–The Texas Flyer	12	BPA	40	34d	—	—	R	2,095	nc	1,580	nc	—	44
United Mainliner	12	BPA	342	339d	1,174	3.63	T,R,O	12,650	nc	9,505	nc	—	—

[1] Soybean mid-month issue published monthly Jan.-June. Cotton mid-month issue published monthly Jan.-Aug.
[2] Since the above information was gathered two new titles have been added to the network, Spirit of Aloha and Hawaii.
[3] Frontier Magazine will publish monthly beginning 1/81.
[4] Now titled Republic Scene-Western Edition.

LEGEND TO TABULAR DATA

Freq: Frequency - number of times published yearly.

Audit source:
- **ABC** - Audit Bureau of Circulations;
- **BPA** - Business Publications Audit;
- **CCAB** - Canadian Circulation Audit Board;
- **VAC** - Verified Audit Circulation;
- **S** - Sworn;
- **PE** - Publisher's estimate;
- **(A)** - ABC audit pending or applied for;
- **(B)** - BPA audit pending or applied for;
- **(V)** - VAC audit pending or applied for.

Rate base: Guaranteed circulation.

Paid: Paid circulation. **d** - Figure is for total distribution.

Total aud.: Total audience (circulation or rate base × readers per copy).

Readers/copy: Readers per copy (total audience ÷ circulation).

Aud. data:
- **S** - Simmons or SMRB study available;
- **T** - Target Group Index study available;
- **E** - Erdos & Morgan study available;
- **R** - MRI (Mediamark) study available;
- **M** - Monroe Mendelsohn study available;
- **X** - Starch study available;
- **P** - PMB (Print Measurement Bureau-Canada);
- **O** - Other or own study available.

Letter in parentheses (S), (E), (M), (O) indicates that study is pending.

4/C (B/W) Rate: 1 × page rate in effect November, 1980. Magazines anticipating rate changes are listed at end of section.

Bleed (%): Percentage added to page rate for bleed advertising.
- **nb** - No bleed advertising carried;
- **nc** - No extra charge for bleed advertising.

Split-run editions:
- **R** - Regional;
- **S** - State;
- **M** - Metro;
- **D** - Demographic;
- **Z** - Zip (or postal code);
- **X** - Military;
- **T** - Test market;
- **A** - A/B split;
- **P** - Provincial (Canada).

% edit pgs: Percentage of editorial pages to total pages per average issue (1979).

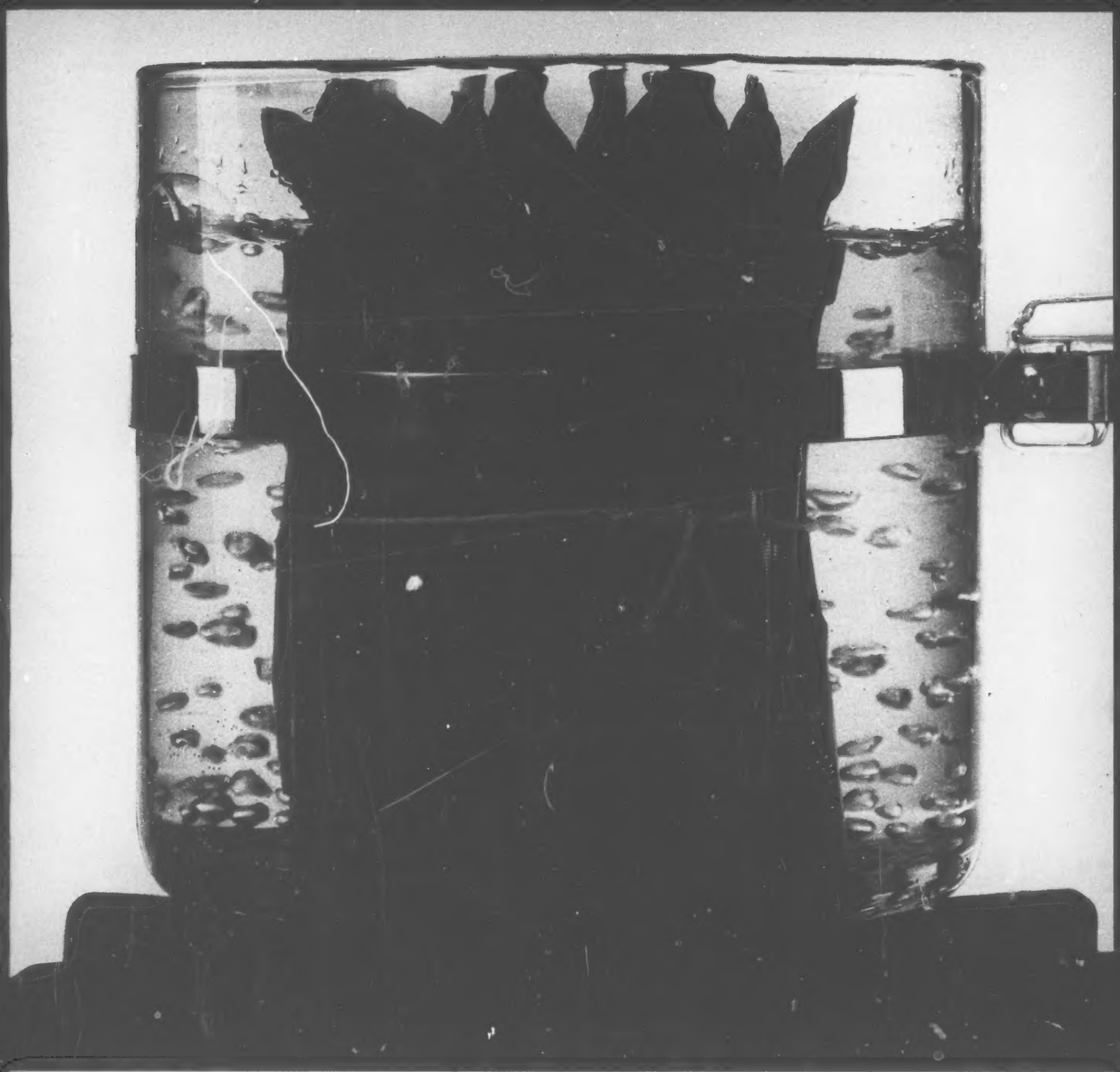
* Consult publisher for exact or additional information.

—Not applicable, or information not available.

First issue date for magazines that began publication in 1980 are in parentheses next to the magazine name, e.g., Discover (10/80).

Food/Home entertainment	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pg.
Better Homes and Gardens Baking Ideas	1	PE	—	500d	—	—	—	8,600	15	6,000	15	—	—
Better Homes and Gardens Christmas Ideas	1	PE	—	1,000d	—	—	—	9,900	15	7,400	15	—	—
Better Homes and Gardens Holiday Cooking & Entertaining Ideas	1	PE	—	500d	—	—	—	8,600	15	6,000	15	—	—
Bon Appetit	12	ABC	1,100	1,155	3,207	2.73	S	14,155	nc	9,910	nc	R	50
Colonial Homes	6	ABC	400	538	1,909	3.5	S	8,995	15	6,500	15	A	65
Cookbook Digest	6	PE	150	150d	—	—	—	2,438	nc	1,210	nc	—	—
Cuisine	10	ABC	800	800	1,901	2.71	S	12,800	nc	9,150	nc	A	56
Dallas-Ft. Worth Home/Garden Magazine	12	S(A)	55	55	188	3.42	O	2,420	10	1,715	10	—	65
East West Journal	12	S	65	66	283	4.3	O	1,935	10	1,209	nb	—	60
Essence	12	ABC	600	600	3,400	5.3	R	10,290	nc	6,855	nc	R	50
Families (9/80)[1]	12	PE	—	400	—	—	—	4,500	nc	3,725	nc	—	—
Family Circle	17	ABC	8,100	7,366	31,931	4.4	R	57,270	nc	47,500	nc	R,T	44
Family Circle Great Ideas—Christmas Helps	1	S	925	960	—	—	—	9,850	nc	7,680	nc	—	—
Family Circle Great Ideas—Entertaining At Home (6/80)[2]	1	S	450	—	—	—	—	7,300	nc	5,740	nc	—	94
Family Circle Great Ideas—Quick & Thrifty Meals[3]	1	S	450	487	—	—	O	7,300	nc	5,740	nc	—	92
The Family Food Garden	9	ABC	300	301	—	—	O	3,535	nc	2,355	nc	R,A	60
Family Health	10	ABC	800	809	3,325	3.9	S	8,700	nc	6,215	nc	R	55
Farm Journal[4]	14	ABC	1,180	1,276	3,318	2.6	X	30,975	nc	21,975	nc	R,S,Z,D	50
Good Housekeeping	12	ABC	5,000	5,138	19,898	3.94	S	47,950	nc	38,210	nc	R,T	47
Good Housekeeping's Country Living	6	PE	—	400	1,684	4.21	O	6,625	nc	4,850	nc	—	80
Gourmet	12	ABC	650	671	3,869	5.67	R	12,500	15	7,000	15	—	60
Home Magazine	52	ABC	1,289	1,289	2,900	2.2	—	15,900	nc	11,840	nc	R	45
House & Garden[5]	12	ABC	1,000	1,050	9,690	9.0	S,T,R,O	19,825	15	13,475	15	R,S,M,A,T	47
House Beautiful	12	ABC	800	929	11,225	11.85	S,R,O	17,110	15	11,685	15	R	48
Houston Home/Garden	14	ABC	92	81	319	3.47	O	3,435	10	2,640	10	—	60
Indianapolis At Home	12	ABC	30	23	150	5.0	O	1,565	nc	1,125	nc	—	45
International Review of Food & Wine	12	ABC	200	262	1,524	5.8	R,O	4,200	nb	2,800	nb	R	65
Lansing Magazine	12	S(A)	12	12	79	5.3	O	845	nc	655	nc	—	52
MacFadden Women's Group VII (7 titles)[6]	12	ABC	2,375	2,587	21,121	7.47	S,T,R	20,350	nc	15,650	5	R,T	61
Mademoiselle	12	ABC	900	922	4,500	4.8	S,R	11,850	15	8,100	15	R,A	50
McCall's Best Family Meals (12/80)	1	PE	—	300d	—	—	—	3,670	nc	3,200	nc	—	—
McCall's Cooking School #8	1	PE	—	600d	—	—	—	7,340	nb	6,400	nb	—	66
McCall's Great Time-Saving Meals (2/81)	1	PE	—	300d	—	—	—	3,670	nc	3,200	nc	—	—
McCall's Summer Entertaining Ideas (6/81)	1	PE	—	300d	—	—	—	3,670	nc	3,200	nc	—	—
Nutrition Health Review	4	S	90	112	336	3.0	—	—	—	1,200	nc	—	80
Opera News	20	ABC	99	101	252	2.4	O	1,980	nc	1,580	nc	—	66
Poolife	2	PE(B)	750	750d	—	—	—	10,320	nc	8,895	nc	R	50
Sacramento Magazine	12	S(V)	50	49	175	3.5	--	1,740	10	1,200	10	—	50
Salt Water Sportsman	12	ABC	110	110	481	4.38	O	2,715	nc	1,815	nc	—	45
SCENE Magazine, The Dallas Morning News[7]	52	ABC	—	353	641	2.1	O	3,607	nb	2,957	nb	R	40
See Magazines (16 titles)	12	S	2,885	2,885d	10,000	3.4	O	*	10	*	10	—	54
Southern Living	12	ABC	1,750	1,812	7,398	4.05	R	22,280	5	15,750	5	R,S,M	46
Sunset	12	ABC	1,225	1,405	5,164	3.6	S,T,R	17,583	15	12,633	15	R,T	38
True Story	12	ABC	1,375	1,369	6,102	3.93	S,T,R	11,580	nc	8,905	5	R,T	55
Weight Watcher's Magazine	12	ABC	800	826	4,754	6.19	R	10,615	10	7,590	10	RSMADT	65
Canadian Magazines													
Front Row Centre	5	CCAB,S	—	876	—	—	—	4,408	nc	3,150	nc	—	—
Perspectives	52	ABC	568	600	2,280	3.75	P	10,285	2.4	6,645	3.8	S,A	55

[1] Families is scheduled to publish monthly starting 10/81.
[2] Paid circulation not yet available.
[3] Last issue (1980) called Easy Budget Meals. 1982 Edition will be called Easy Make-Ahead Meals. Above circulation reflects 1980 figures; rates are for 1982.
[4] Consult publisher for local market splits.
[5] Supplied inserts only for state split-runs; Metro split in New York only.
[6] Split-run only available in True Story.
[7] Total audience figure is for the Dallas ADI.



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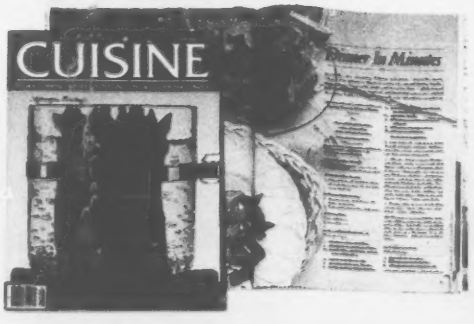


If you're not in CUISINE, you're not in the kitchen.

Fraternal/Labor/Civic	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
AFL-CIO Milwaukee Labor Press	24	S	100	100	300	3.0	—	—	—	900	nb	—	50
Chief Executive	4	BPA	25	*	—	—	—	3,000	nc	2,500	nc	—	—
The Elks Magazine	10	ABC	1,450	1,648	2,676	1.6	—	9,400	nc	6,190	nc	R,S	55
Federal Times	52	ABC	—	45	—	—	—	2,180	nb	1,325	nb	—	—
Firehouse Magazine	12	ABC	100	92	840	8.4	O	2,290	nc	1,690	nc	—	52
FUTURE	6	ABC	370	360	12,994	3.59	O	4,015	5	2,915	5	—	75
Kiwanis	10	ABC	270	279	507	—	S	2,965	nc	1,660	nc	R,S,Z	62
Labor Press (78 titles)	—	S	—	3,125	—	—	—	—	—	*	nb	—	70
National Jewish Monthly	10	PE	185	200	500	2.5	O	2,880	nc	1,485	nc	—	52
The Rotarian	12	ABC	450	465	779	1.62	R	4,630	nc	3,275	nc	A	64
Scouting	6	ABC	825	900	3,013	3.3	O	7,745	10	4,940	10	—	65
Student Youth Group (2 titles)[1]	7,5	S	100	96	—	—	—	—	—	1,000	nc	—	90

General editorial

AFL-CIO Milwaukee Labor Press	24	S	100	100	300	3.0	—	—	—	900	nb	—	50
Akron Beacon Journal's Beacon Magazine	52	ABC	—	216	—	—	—	4,900	nc	3,780	nc	A	—
Aloha, The Magazine of Hawaii	6	ABC	60	70	305	4.37	O	2,295	nc	1,845	nc	—	80
America	46	S	33	36	134	3.6	O	—	—	750	nc	—	63
American Business	12	PE	100	275	1,500	5.5	—	*	—	2,025	—	A	—
American Film	10	ABC	100	102	244	2.44	E	2,350	nc	1,595	nc	A	71
American Legion Magazine	12	ABC	2,500	2,591	7,300	2.8	O	13,669	10	9,426	10	—	40
American Way	12	S	250	250d	1,141	4.56	T,R	7,885	10	6,385	10	—	50
Americana	6	ABC	250	251	918	3.5	S	5,040	nb	3,360	nb	R,Z,A	70
Atlanta Weekly (4/80)[2]	52	ABC	—	508	975	—	O	5,585	—	4,714	—	—	—
The Atlantic Monthly	12	ABC	325	350	—	—	—	7,400	15	4,850	15	R,A	65
Attenzione	12	S(A)	160	160	752	4.7	—	3,750	nc	2,750	nc	—	75
Avenue Magazine[3]	9	BPA	35	38d	—	—	—	2,695	15	1,795	15	—	55
Aviation	12	PE	51	52d	468	9.0	O	2,511	10	1,255	10	R	—
Bay Views Magazine	11	—	12	9	50	5.0	O	1,200	10	790	10	—	60
Birmingham Magazine	12	S	7	6	—	—	—	725	nc	525	nc	—	48
Blair & Ketchum's Country Journal	12	ABC	220	225	655	2.62	O	4,634	15	2,750	15	A	60
Book Digest	12	ABC	400	1,012	4,173	3.6	S,O	5,600	nc	4,000	nc	R	87
The Boston Globe Magazine[4]	52	ABC	—	710	1,499	—	O	6,995	—	5,615	—	—	41
Boston Herald American's The Magazine[5]	52	ABC	—	306	633	—	O	4,510	nc	3,780	nc	—	47
Braniff's Flying Colors	12	S	210	210d	1,400	6.6	—	6,100	20	4,700	20	A	50
California Today	52	ABC	—	269	—	—	—	2,80[illegible]	—	2,063	—	—	40
Capper's Weekly	26	ABC	—	416	914	2.23	O	3,300	nb	3,000	nb	S	50
Cats	12	ABC	63	63	259	3.7	O	2,600	n[illegible]	2,000	nc	—	48
Chicago Faces! (7/79)	6	PE(A)	40	39	120	3.0	O	1,850	nc	1,250	nc	—	60
Chicago Sun-Times' Sometimes Parade	52	ABC	—	700	—	—	—	5,712	nb	4,632	nb	A	—
Chicago Tribune Magazine[6]	52	ABC	—	1,146	2,611	—	O	12,617	nb	10,352	nb	D	—
Christian Herald	11	S	270	273	1,183	4.3	O	3,028	nc	2,668	nc	A	57
The Christian Science Monitor[7]	260	ABC	—	165	1,179	7.04	T,E	4,592	nb	2,592	nb	R	70
Cleveland Magazine	12	ABC	60	49	181	3.3	O	1,755	nc	1,250	nc	—	41
Cleveland Plain Dealer's Sunday Magazine	52	ABC	—	454	—	2.3	O	5,560	nb	4,300	nb	A	—
Columbia Journalism Review	6	S	32	35	113	3.2	E	2,740	nc	1,765	nc	—	64
Commentary	12	S	47	49	—	—	—	2,225	nc	1,225	nc	—	—
Consumer Life	4	S	1,000	1,000	2,912	2.91	R	9,100	nc	7,960	nc	—	39
Cosmopolitan	12	ABC	2,250	2,812	11,142	3.95	S,R	23,660	15	17,580	10	R,S	41
Dallas Times Herald—Westward	52	ABC	—	345	693	2.0	—	3,604	—	2,957	—	—	50
Denver Monthly[8]	12	ABC,S	17	19	70	3.4	O	1,365	nc	930	nc	—	70

[1] Published during the academic year.
[2] Total audience figure is for the Atlanta SMSA.
[3] Rates shown are 3X rates.
[4] Total audience figure is for the NECMA.
[5] Total audience figure is for the Boston ADI.
[6] Total audience figure is for the Chicago ADI.
[7] These are National Package rates. In addition four U.S. and one overseas edition are available. There is also a special all-edition rate.
[8] Due to change of ownership, ABC has excused the Dec. 1979 audit.

General editorial CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Detroit Free Press' Detroit Magazine	52	ABC	—	710	—	—	—	6,533	nc	5,789	nc	R,A	—
Detroit News Magazine[1]	52	ABC	824	817	1,791	2.4	O	9,229	3	7,986	3	A	38
The Dial (9/80)[2]	12	PE(A)	650	650	1,300	2.0	X,O	14,610	nc	9,425	nc	—	50
Discover (10/80)	12	—	400	—	—	—	—	10,140	15	6,990	15	—	—
Discovery	4	ABC	900	1,013	3,400	3.3	O	6,262	nc	4,918	nc	—	60
Dynamic Years[3]	6	S	—	199	671	2.7	O	4,000	nc	3,200	nc	S,A	—
East West Journal	12	S	65	66	283	4.3	O	1,935	10	1,209	nb	—	60
Ebony	12	ABC	1,250	1,270	7,203	5.65	S,T,R,X	19,895	10	12,872	10	R,S,M	45
Families (9/80)[4]	12	PE	—	400	—	—	—	4,500	nc	3,725	nc	—	—
Family Weekly	52	ABC,S	12,300	12,223	24,672	2.05	S,O	85,785	nc	75,325	nc	RSMADT	35
Games	6	ABC	600	600	1,995	3.2	R	8,975	nc	6,275	nc	R,S,Z,T	70
Gold Coast of Florida	12	S	30	18	120	4.0	O	1,750	nc	1,320	nc	R,S	45
Golf Illustrated	3	S	80	80	—	—	—	1,695	nc	1,125	nc	—	—
Golf World	45	PE	85	85d	578	6.8	O	2,769	10	1,677	10	—	56
Grit	52	ABC	1,000	879	4,288	4.45	R	9,900	nc	7,800	nc	A	74
Harper's/Atlantic	12	ABC	650	694	2,194	3.03	S	13,320	15	8,730	15	R,A	65
Harper's Bazaar	12	ABC	—	634	3,219	5.51	S,R	12,190	15	8,430	15		57
Harper's Magazine	12	ABC	325	343	—	—	—	7,400	15	4,850	15	R,A	65
Harvard Magazine (Cycle A)	6	S	115	29	189	1.75	O	2,600	nc	1,500	nc	—	80
Harvard Magazine (Cycle B)	6	S	185	29	319	1.75	O	4,000	nc	2,400	nc	—	80
High Times	12	ABC	—	301	2,368	7.8	O	4,500	10	3,575	10	—	40
Indianapolis Magazine	12	S(A)	—	6	—	3.5	O	975	10	650	10	—	48
INTRO MAGAZINE, the Single Source. (8/80)	12	PE	100	25	—	—	S	2,000	nc	1,500	nc	—	—
Lansing Magazine	12	S(A)	12	12	79	5.3	O	845	nc	655	nc	—	52
Leadership Network (7 titles)		ABC,S	515	496	—	3.0	E	12,342	nc	8,964	nc	—	70
LIFE	12	ABC	1,200	1,410	8,350	6.94	S	26,690	15	20,160	15	—	61
Mankind	4	S	100	—	270	2.7	—	1,240	10	840	10	—	90
Metropolitan Sunday[5]	52	ABC	21,732	21,732	45,455	2.18	S	185,410	nb	152,235	nb	—	55
Miami Herald Tropic Magazine	52	ABC	533	533	1,147	2.1	O	7,125	nc	5,825	nc	—	45
Mississippi Magazine	6	PE(A)	10	12	88	5.9	O	795	nc	545	nc	S,D	50
Missouri Life Magazine	6	S	30	27	106	3.3	O	1,000	nc	800	nc	S	60
Modern Maturity[6]	6	S	—	6,736	16,962	2.5	S	43,500	nc	34,800	nc	S,A	—
Money	12	ABC	825	837	3,691	4.06	S,E,R,O	17,860	15	11,420	15	R	45
Moneysworth	12	PE	625	750	5,000	6.6	—	10,800	nb	7,200	nb	R,A	40
Montgomery Ward Sales Catalogs (16 titles)	16	VAC	7,560	7,560	38,991	5.18	S,E	56,250	nc	—	—	—	99
The Mother Earth News	6	ABC	900	939	4,248	4.4	O	16,200	nc	10,800	nc	R,A	66
Mother Jones	10	ABC	200	221	722	3.6	O	3,225	10	2,200	10	R,A	77
Mpls. St. Paul	12	ABC	40	40	116	2.8	O	1,715	10	1,295	10	—	55
Ms.	12	ABC	500	491	1,836	3.5	S,R	8,720	nc	6,500	nc	R,S,A	55
The Nation	47	PE	40	40	—	—	O	—	—	1,000	nb	—	—
National Enquirer	52	ABC	5,200	5,013	18,942	4.02	S	23,100	nc	18,700	nc	—	58
National Geographic	12	ABC	8,400	10,560	29,015	2.74	S,E,O	79,950	nc	60,475	nc	R,M,A	82
Natural History	12	ABC	460	460	1,890	4.02	R	8,890	15	5,925	15	R,M	60
New Worlds of Orange County	6	VAC	110	103d	400	3.8	O	4,096	15	2,728	15	—	33
New York Magazine	50	ABC	425	426	1,929	4.3	S,O	12,170	15	7,800	15	—	55
New Yorker	52	ABC	470	501	—	6.32	S,E,M	13,200	15	8,300	15	A	47
Next (March/April/1980)[7]	6	PE(A)	300	300	—	3.5	O	7,195	15	5,095	15	—	—
NRTA Journal(National Retired Teachers Assn.)[8]	6	S(A)	—	456	1,044	2.2	O	4,700	nc	3,760	nc	S,A	—
Nuestro	12	S	190	195	927	4.7	O	5,000	nc	3,000	nc	—	65
Old Cars Price Guide	4	PE	70	70	175	2.5	O	745	nc	295	nc	—	94
OMNI	12	ABC	800	843	4,483	6.82	R	15,000	nc	10,000	nc	R,S,M,A,D	74
Parade	52	ABC,S	21,644	21,644	40,041	1.85	S	160,240	nc	130,575	nc	R,S,Z,D,X,T	40
Passages	12	S	—	150d	436	2.9	T	6,676	nc	5,396	nc	A	54

[1] Circ. given is for the Detroit ADI.
[2] Projected 1980 % editorial pages.
[3] Dynamic Years began accepting advertising with the May/June 1980 issue.
[4] Families is scheduled to publish monthly starting 10/81.
[5] Consists of 49 locally-edited newspaper supplements.
[6] Began to accept advertising 4/80. Rates include 25% introductory discount.
[7] Effective with the 9/81 issue, Next will be published monthly.
[8] NRTA Journal began accepting advertising with the May/June 1980 issue.

General editorial CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Penthouse	12	ABC	4,500	4,502	12,337	3.32	R	34,075	nc	22,565	nc	RSMAXT	67
PEOPLE Weekly[1]	51	ABC	2,300	2,308	18,138	8.19	S	29,500	15	23,000	15	R,M,A	44
Pittsburgh Press Sunday Roto Magazine[2]	52	ABC	659	659	1,104	2.5	O	6,883	*	5,695	*	T	28
Playgirl	12	ABC	725	784	4,400	7.0	R	8,240	nb	6,180	nb	R,S,M,A	65
Portfolio-The Magazine of the Visual Arts	6	S(A)	85	85	427	5.03	O	2,975	nc	1,955	nc	A	67
PREVENTION	12	S(A)	2,250	2,413	5,036	2.35	S	17,335	nc	13,590	10	R,A	55
Prime Time	12	PE	150	150	—	—	E	3,375	nc	2,250	nc	—	67
Psychology Today	12	ABC	1,175	1,171	4,143	3.62	S	22,990	nc	15,920	10	R,S,A	—
Psychology Today-Women's Edition (11/80)	12	PE(A)	455	455	1,511	3.32	O	7,690	nc	5,125	nc	D	—
Quest/80	10	ABC	330	332	1,155	3.5	S	6,820	15	4,550	15	A	69
Reader's Digest	12	ABC	17,750	18,193	59,466	3.21	S,R	82,200	nc	68,400	nc	R,M,X,T	60
Richmond Lifestyle	12	S(A)	20	15	78	3.9	O	1,260	10	900	10	—	45
The Roanoker	12	S	—	9	49	4.9	O	970	nc	745	nc	—	45
Rolling Stone	26	ABC	700	690	3,582	5.01	S,T,R	13,740	nb	9,120	nb	—	50
San Diego Magazine	12	ABC	49	48	214	4.2	O	2,340	15	1,560	15	—	45
The Saturday Evening Post	9	ABC	625	559	3,351	5.49	S	9,828	10	6,552	10	R	55
Saturday Review	12	ABC	500	519	—	—	—	7,545	10	5,390	10	—	67
Science 80	10	ABC	400	286	1,001	3.5	E	7,200	10	5,200	10	—	70
Scientific American	12	ABC	600	705	2,652	3.63	S,R,O	14,850	15	9,900	15	R	55
Scottsdale! (12/79)	12	S	15	2	—	—	—	900	nc	720	nc	—	—
Smithsonian	12	ABC	1,750	1,890	4,952	2.78	S	26,250	nc	17,500	nc	A	55
Spokane Magazine	12	S	10	8	46	4.6	O	720	nc	570	nc	—	45
The Spotlight	52	PE(A)	—	333	1,337	4.0	—	—	—	2,573	nc	—	75
St. Petersburg Times/Evening Independent	52	ABC	263	263	526	2.0	—	2,483	nb	2,136	nb	A	68
The Star	52	ABC	3,250	3,380	12,576	3.82	S	16,350	nb	13,850	nb	R,A	65
Texas Monthly	12	ABC	275	251	1,186	4.5	E,R	7,395	15	4,825	15	—	45
Town & Country	12	ABC	—	213	1,621	7.32	S,T,R,M	7,260	15	5,610	15	—	48
Travel & Leisure[3]	12	ABC	925	944	3,249	3.65	T,E,R,M	16,330	nc	12,370	nc	R,M	45
Wet Magazine-Gourmet Bathing and Beyond	12	S	40	40	225	5.0	O	1,650	10	1,000	10	—	65
The Wilson Quarterly	4	S	85	96	—	—	O	3,000	nc	1,500	nc	Z	94
Woodstove Directory	1	PE	—	200d	—	—	—	3,180	15	2,220	15	—	5
World Press Review[4]	12	ABC	120	124	420	3.0	E	2,305	nc	1,614	nc	A	65
Canadian Magazines													
Atlantic Insight	11	ABC	65	64	265	4.0	O	2,275	nc	1,706	nc	—	60
Financial Post Magazine[5]	12	ABC	207	195	354	1.9	P	6,975	5	5,128	5	S	50
Harrowsmith	8	ABC	150	145	555	3.7	P	3,900	10	2,925	10	—	60
L'Actualité	12	ABC	—	239	931	3.96	P	5,440	10	4,125	10	A	—
Perspectives	52	ABC	568	600	2,280	3.75	P	10,285	2.4	6,645	3.8	S,A	55
Reader's Digest	12	ABC	1,300	1,300	4,862	3.74	P	14,125	nc	10,945	nc	R,S,M	60
Selection du Reader's Digest	12	ABC	—	330	1,745	5.29	P	4,510	nc	3,690	nc	M	60
TODAY Magazine (3/80)[6]	52	ABC	2,778	2,747	5,893	2.17	P	32,400	2.4	25,215	3.1	—	—
TV Guide	52	ABC	1,000	1,002	4,000	3.6	P	9,550	nc	7,550	nc	R	50
Vancouver Magazine	12	—	91	91d	199	2.18	P	2,765	nc	1,860	nc	S	57

Health

American Baby	12	S	1,000	1,000d	3,698	3.7	R	19,825	nc	14,340	nc	RSMADT	50
Beauty Digest	6	ABC	175	152	700	4.0	O	2,650	nc	2,100	nc	—	88
Better Homes and Gardens Diet & Exercise	2	PE	—	500d	—	—	—	8,600	15	6,000	15	—	—
Cosmopolitan's Beauty Guide	2	PE	—	400d	2,360	5.9	O	4,950	nc	4,340	nc	—	60
Cosmopolitan's Super Diet & Exercise Guide	2	PE	—	400d	2,360	5.9	O	4,950	nc	4,340	nc	—	60
Discover (10/80)	12	—	400	—	—	—	—	10,140	15	6,990	15	—	—
East West Journal	12	S	65	66	283	4.3	O	1,935	10	1,209	nb	—	60

[1] Regional and Metro split-run editions available 1/81.
[2] Total audience and readers per copy figures are for the Pittsburgh SMSA.
[3] Rate base not guaranteed; it is average circulation upon which rates are based.
[4] World Press Review was formerly called Atlas World Press Review.
[5] Issued 10 times in 1979. Financial Post Magazine is also distributed to medical doctors through the circulation list of the Medical Post. This additional controlled circulation is verified by CCAB and is reflected in the rate base above.
[6] Rate base not guaranteed.

READER'S DIGEST MEDIA PROFILE

A UNIQUE COMBINATION OF ADVERTISING VALUES

Reader's Digest offers you a vast, guaranteed number of homes — exceeding the numbers TV can only promise. PLUS an intimate reader rapport and responsiveness. PLUS a special credibility so important during these times of rising public skepticism. PLUS many important marketing extras.

EDITORIAL THAT CREATES A RECEPTIVE MOOD FOR ADVERTISERS

The Digest's editorial purpose is to provide service to its readers.

Its articles serve basic human interests. With brevity and clarity, it puts constructive ideas into the mainstream of American thought. It seeks to make complex subjects understandable, to turn controversy into constructive action, and to offer workable solutions to problems.

The Digest, in short, believes in man's ability to improve himself and his world. It is a belief that is shared by the millions of families who buy the magazine. And it creates a highly receptive audience for advertisers.

To put it another way, who do you think spend more money to maintain and improve living standards? People who feel positive about the future? Or those who do not?

READERS RESPOND

Digest readers think of it as *their* magazine. And they respond to it.

Each year hundreds of thousands of them submit contributions to The Digest. (You've probably heard someone say "That's a great story. You ought to send it to Reader's Digest." Ever hear anyone say "You ought to send it to CBS?")

That is also why they believe in and respond so freely to advertising messages that come into their homes in The Digest's pages. To cite just one example, a single food Digest promotion pulled 17.4 million coupon redemptions for participating advertisers.

SWEEPING MARKET PENETRATION

More people spend more time with each issue of Reader's Digest than with any other magazine.

The Digest guarantees to put your advertising message into 17,750,000 homes. Actually, it will go into more than 18 million. And the better the market, the better the penetration.

41½ million adult readers strong, it delivers an audience a lot bigger than even the top TV shows. A lot better, too:

Adults who:	Digest	#1 TV Show
Spend $61 or more weekly on groceries	33.9%	24.4%
Own 2 or more cars bought new	35.6	22.0
Bought new dishwasher in past year	36.1	23.7
Own passports	29.8	18.2
Own credit cards	33.8	21.3

SELLING THE WHOLE FAMILY

As you know, many purchases once thought of as being either male or female decisions are today strongly influenced by both.

The recent Purchase Influence Study provides hard numbers showing the relative say of husbands and wives in the buying decisions for over 100 products and services. And when — *but only when* — you factor those numbers into the computer, you get printouts that show how to make each advertising dollar you spend work harder and smarter.

For now, however, remember that The Digest is aimed at the whole family, is read by the whole family and can help you sell the whole family.

REASONABLE RATES

The cost per thousand for a four-color bleed page in Reader's Digest is a highly competitive $5.05.

The efficiency of volume production helps explain our ability to hold down advertising rates despite spiraling costs elsewhere. But even more significantly, readers — not advertisers — contribute the largest share (63%) of the magazine's income.

ADVERTISING FLEXIBILITY

Reader's Digest offers a wide variety of circulation breakouts. So you can tailor your Digest advertising to your marketing needs. Consider:

- *National Half-Circulation.* Half of the total 17,750,000 guaranteed average monthly circulation is available to national advertisers. "Two-up" production gives a 50-50 circulation split in every state and provides national coverage — at half the cost.
- *A/B copy splits.* Available in national, regional and major market editions at no extra charge.
- *50 predetermined test markets.*
- *10 regional editions.* See map below.
- *10 major markets.* We reach over 1/4 of all households in the 10 markets accounting for over 1/3 of all U. S. retail sales. Buy singly, in any combination, or with regional editions.

ADVERTISING READERS CAN'T MISS

Every national ROB advertising page in Reader's Digest appears adjacent to editorial. That means that our editors will help hold readers in front of your selling message. And that, in part, explains the consistently high readership advertising in The Digest enjoys.

But we also offer a wide range of high-visibility advertising units. They include multi-page sections (ROB or detachable), gatefolds, cards, coated-stock inserts. Our "inventory," in short, offers you something special to catch our readers' eyes and suit your advertising needs.

COOPERATIVE PROMOTIONAL OPPORTUNITIES

Reader's Digest has a long record of highly successful, very efficient cooperative advertising sections. These special sections stress reader service and are creatively coordinated for extra impact. Some examples:

- *"Buy - Words from Carolyn Davis."* "Signed" monthly column of 1/5 page selling messages. Full national reach for only $1.27 per thousand copies. Copy, 4-color art, production and merchandising included.
- *Digest food promotions.* Themed promotions for advertisers of food and related product. These promotions enjoy extensive chain and field support nationwide — and achieve very high readership.
- *"Christmas Shopper."* This annual December section offers advertisers a low-cost, highly visible way to reach families who account for 40% or more of the holiday sales of most gift items.

ADDING TRADE PUSH TO RETAIL PULL

To be fully effective, advertising must be solidly supported by the trade. Advertising in Reader's Digest enjoys such support.

A Trendex study of 20 retail trades find that 39% of owners/managers read The Digest regularly (the No. 2 magazine reaches 26%). What's more, retailers know The Digest moves products in huge volume. That's why, for example, the leading supermarket chains regularly join Digest food promotions.

And to generate even greater awareness and support on all trade levels, The Digest provides funds and creativity to build highly effective merchandising programs. The funds are allocated on the number of ad pages run. The programs are tailored to your specific needs.

Regions & Major Markets

See Para. 12 & 13a in listing

*Pacific includes Alaska and Hawaii but excludes counties covered by Metro L. A. Edition.

†Great Lakes excludes Metro Chicago Edition.

‡Mid-Atlantic excludes Metro N. Y. Edition.

Health CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Family Circle Great Ideas—How to be Pretty and Trim	1	S	475	532	—	—	—	7,700	nc	6,000	nc	—	—
Family Health	10	ABC	800	809	3,325	3.9	S	8,700	nc	6,215	nc	R	55
50 Plus	12	ABC	190	181	549	3.0	O	3,440	7.3	2,525	10	R	63
Forum	12	ABC	750	702	—	—	—	5,175	nc	3,450	nc	A	—
Good Living	4	S	100	100	450	4.5	—	2,958	10	2,275	10	—	84
Jack and Jill[1]	9	S	—	477	1,099	2.3	—	4,400	nc	3,300	nc	R,S	90
Let's Live Magazine	12	S	—	138	522	3.7	O	2,129	10	1,697	10	—	42
McCall's Beauty Guide #3	1	PE	—	375d	—	—	—	4,580	nb	4,010	nb	—	69
Moneysworth	12	PE	625	750	5,000	6.6	—	10,800	nb	7,200	nb	R,A	40
National 4-H News	10	S	80	85d	425	5.0	O	1,990	nc	1,540	nc	Z	55
Nutrition Health Review	4	S	90	112	336	3.0	—	—	—	1,200	nc	—	80
Paraplegia News	12	S	21	19	50	2.5	O	1,407	nc	807	nc	—	64
PREVENTION	12	S(A)	2,250	2,413	5,036	2.35	S	17,335	nc	13,590	10	R,A	55
Success Unlimited	12	ABC	—	173	722	3.8	O	4,660	nc	3,775	nc	A	50
Total Health	6	S	60	60d	240	4.0	O	1,325	nc	1,025	10	—	83
Vogue	12	ABC	950	1,053	5,755	6.57	S	15,150	15	10,440	15	R,S,M,A	40
Weight Watcher's Magazine	12	ABC	800	826	4,754	6.19	R	10,615	10	7,590	10	RSMADT	65
Canadian Magazines													
Teen Generation[2]	8	—	—	163	433	2.63	S,T	4,135	nc	3,380	nc	R	52

Home/Family relaticns

American Baby	12	S	1,000	1,000d	3,698	3.7	R	19,825	nc	14,340	nc	RSMADT	50
Apartment Life	12	ABC	800	818	2,605	3.16	S	13,850	10	9,650	10	R	52
Baby Talk	12	S	850	846	2,738	3.2	R	12,374	nc	9,171	nc	R,S,M	50
Better Homes & Gardens	12	ABC	8,000	8,057	38,139	4.64	R	62,795	nc	51,915	nc	R,S,M,Z,T	41
Better Homes and Gardens Building Ideas	4	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Better Homes and Gardens Christmas Ideas	1	PE	—	1,000d	—	—	—	9,900	15	7,400	15	—	—
Better Homes and Gardens Country Home and Kitchen Ideas	1	PE	—	550d	—	—	—	11,500	15	8,050	15	—	—
Better Homes and Gardens Decorating Ideas	4	PE	—	550d	—	—	—	11,500	15	8,050	15	—	—
Better Homes and Gardens Garden Ideas & Outdoor Living	1	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Better Homes and Gardens Home Plan Ideas	1	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Better Homes and Gardens 100's of Ideas	1	PE	—	550d	—	—	—	11,500	15	8,050	15	—	—
Better Homes & Gardens Kitchen and Bath Ideas	2	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Better Homes and Gardens Remodeling Ideas	4	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Better Homes and Gardens Traditional Home Ideas	1	PE	—	550d	—	—	—	11,500	15	8,050	15	—	—
Better Homes and Gardens Window and Wall Decorating Ideas	1	PE	—	450d	—	—	—	9,500	15	6,650	15	—	—
Blair & Ketchum's Country Journal	12	ABC	220	225	655	2.62	O	4,634	15	2,750	15	A	60
Cats	12	ABC	63	63	259	3.7	O	2,600	nc	2,000	nc	—	48
Changing Times[3]	12	ABC	1,300	1,482	4,400	3.38	S	18,170	15	12,190	15	S,Z,A	—
Christian Life	12	S	91	84	232	2.6	O	1,725	nc	1,450	nc	A	58
Co-Ed	10	ABC	800	801	2,716	3.4	S	8,294	10	5,489	10	R,S,A	57
Conde Nast Package (6 titles)[4]	—	ABC	—	6,029	33,195	5.34	S	87,275	15	61,315	15	—	45
Consumer Life	4	S	1,000	1,000	2,912	2.91	R	9,100	nc	7,960	nc	—	39
Cookbook Digest	6	PE	150	150d	—	—	—	2,438	nc	1,210	nc	—	—
Country Gentleman	4	ABC	165	167	1,014	5.52	E,R	4,181	10	2,991	10	R	54
East End—Magazine of Eastern Long Island and the Hamptons	10	S	—	15	64	3.4	—	1,100	nc	720	nc	R	20
Families (9/80)[5]	12	PE	—	400	—	—	—	4,500	nc	3,725	nc	—	—
Family	10	BPA	300	400d	608	1.52	O	5,650	nc	4,900	nc	X	60
The Family Handyman	10	ABC	1,000	1,038	4,727	4.8	E,R	11,150	nc	7,850	nc	S,Z,A,T	46
Family Weekly	52	ABC,S	12,300	12,223	24,672	2.05	S,O	85,785	nc	75,325	nc	RSMADT	35

[1] Above frequency begins in Jan./81.
[2] Rates are for national edition.
[3] Changing Times began accepting advertising in March 1980.
[4] See individual magazine listing for frequencies.
[5] Families is scheduled to publish monthly starting 10/81.

Home/Family relations CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
The First Year of Life	1	S	2,000	2,000d	—	—	—	39,835	nc	29,290	nc	—	66
Forecast for Home Economics	9	S	75	52	—	—	—	3,740	nc	2,600	nc	—	51
Forum	12	ABC	750	702	—	—	—	5,175	nc	3,450	nc	A	—
Good Housekeeping's Country Living	6	PE	—	400	1,684	4.21	O	6,625	nc	4,850	nc	—	80
Homeowners How To[1,2]	6	ABC	400	366	960	2.4	O	8,520	nc	5,865	nc	R,T	74
Horticulture	12	ABC	—	122	—	—	O	2,100	10	1,440	10	—	63
House & Garden[3]	12	ABC	1,000	1,050	9,690	9.0	S,T,R,O	19,825	15	13,475	15	R,S,M,A,T	47
House & Garden Building & Remodeling Guide (January/February/80)	6	PE	175	175d	700	4.0	O	3,700	15	2,460	15	—	—
House & Garden Kitchen & Bath Guide	1	PE	200	200d	800	4.0	O	4,065	15	2,710	15	—	70
House & Garden Plans Guide	1	PE	175	175d	700	4.0	O	3,700	15	2,460	15	—	70
House Beautiful's Building Manual	4	S	—	175d	—	—	O	4,150	15	2,800	15	—	62
House Beautiful's Home Decorating	4	S	—	300d	—	—	O	6,900	15	4,500	15	—	71
House Beautiful's Home Remodeling	2	S	—	175d	—	—	—	4,150	15	2,800	15	—	59
House Beautiful's Houses & Plans	1	S	—	175d	—	—	—	4,150	15	2,800	15	—	63
House Beautiful's Kitchens/Baths (6/80)[4]	1	S	—	200d	—	—	—	4,350	15	2,900	15	—	—
Jack and Jill[5]	9	S	—	477	1,099	2.3	—	4,400	nc	3,300	nc	R,S	90
MacFadden Women's Group VII (7 titles)[6]	12	ABC	2,375	2,587	21,121	7.47	S,T,R	20,350	nc	15,650	5	R,T	61
McCall's Working Mother	6	ABC	275	217	833	3.03	O	4,400	nc	3,300	nc	—	52
Media & Methods[7]	24	ABC	—	26	58	3.5	—	2,685	6.8	1,990	9.2	—	50
Medical/Mrs. Magazine	6	S	100	5	—	—	—	3,590	nc	2,690	nc	R	80
Moon Sign Book	1	S	200	160	—	—	—	—	—	825	nb	—	83
National 4-H News	10	S	80	85d	425	5.0	O	1,990	nc	1,540	nc	Z	55
New Shelter (2/80)	9	S	350	329	—	—	—	5,215	10	3,910	10	A	—
Organic Gardening	12	S(A)	1,250	1,205	3,690	3.23	S	10,495	nc	7,240	10	A	55
Parents	12	ABC	1,550	1,489	5,585	3.72	S	22,425	nc	17,515	nc	R,T	55
Poolife	2	PE(B)	750	750d	—	—	—	10,320	nc	8,895	nc	R	50
Prime Time	12	PE	150	150	—	—	E	3,375	nc	2,250	nc	—	67
Religious Home Unit (3 titles)		S	—	126	—	—	—	—	—	1,665	—	—	—
The Saturday Evening Post	9	ABC	625	559	3,351	5.49	S	9,828	10	6,552	10	R	55
Scouting	6	ABC	825	900	3,013	3.3	O	7,745	10	4,940	10	—	65
Spokane Magazine	12	S	10	8	46	4.6	O	720	nc	570	nc	—	45
Texas Homes	10	ABC	100	62	271	3.0	O	3,550	10	2,365	10	—	44
True Story	12	ABC	1,375	1,369	6,102	3.93	S,T,R	11,580	nc	8,905	5	R,T	55
Woman's Day[8]	15	ABC	8,000	757	1,986	2.47	S	59,760	nc	49,910	nc	RMADXT	43
Woodstove Directory	1	PE	—	200d	—	—	—	3,180	15	2,220	15	—	5
Canadian Magazines													
Front Row Centre	5	CCAB,S	—	876	—	—	—	4,408	nc	3,150	nc	—	—
Les Maisons du Québec	6	ABC	—	32	—	—	—	1,210	nc	760	nc	—	66
United Church Observer	12	ABC	311	310	—	2.38	P	2,715	5	1,970	5	R,S,M,D	75

Horses

American Cowboy (Hoof and Horn)	12	PE	—	23	—	—	—	1,240	6.3	790	10	—	50
Appaloosa News	12	S	—	26	90	3.0	O	580	3	400	4.3	—	58
Hoof Beats	12	S	—	30	—	—	—	2,450	nc	1,470	nc	—	40
Horse Action!!!	1	S	80	—	—	—	—	1,295	nc	700	nc	—	90
Horse and Horseman	12	S	90	90	330	3.6	O	1,260	nc	760	nc	—	63
Horse & Rider	12	ABC	150	107	350	3.5	O	2,125	nc	1,325	nc	A	60
Horse Care	1	S	80	—	—	—	—	1,295	nc	700	nc	—	90
Horse, Of Course	12	S	—	128	523	4.12	O	1,984	nc	1,210	nc		—
Horse Women	1	S	80	—	—	—	—	1,295	nc	700	nc	—	90
The Horsetrader	12	S	27	27	85	3.1	—	536	nb	336	nb	—	—
Practical Horseman	13	ABC	—	38	—	—	—	926	nc	680	nc	—	57
Racing Digest	52	S	58	58	—	—	—	—	—	300	—	R	60
The Western Horseman	12	ABC	160	173	574	3.25	O	3,085	nc	1,680	nc	—	52

[1] Rate base effective March/April 1980 issue. Previous rate base was 300,000. ABC figure reflects one issue at 300,000 and two issues at 400,000.
[2] Split-run editions available in 1981.
[3] Supplied inserts only for state split-runs; Metro split in New York only.
[4] House Beautiful's Kitchens/Baths will be published 2X in 1981.
[5] Above frequency begins in Jan./81.
[6] Split-run only available in True Story.
[7] Media & Methods has both paid and controlled circulation. Controlled circulation is 21,477.
[8] Above rate base effective 9/23-12/23/80. Seasonal rate bases are as follows: 1/81 issue—7,000,000; 2/81-5/81—7,700,000; 6/81-9/1/81—7,200,000.

Inflight	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Air California Magazine	12	S	50	50d	350	7.0	O	2,325	10	1,750	10	—	47
Air Group One (6 Titles)	6,12	S	1,312	1,312d	5,641	4.3	T,R	37,032	6	28,691	6	—	52
American Way	12	S	250	250d	1,141	4.56	T,R	7,885	10	6,385	10	—	50
Continental Extra	12	BPA	83	82d	—	—	T,R,O	3,865	nc	2,920	nc	R	46
East/West Network (7 titles)[1]	12	BPA	950	930d	3,506	3.91	T,R,O	29,828	nc	22,455	nc	R	45
Eastern Review	12	BPA	310	305d	980	3.3	T,R,O	12,000	nc	9,025	nc	—	45
Frontier Magazine[2]	6	S	60	60d	345	5.7	R	1,976	nc	1,688	nc	A	50
Hughes Airwest Sundancer[3]	12	BPA	60	59d	—	—	T,R	3,140	nc	2,370	nc	—	43
Ozark Flightime	12	BPA	40	42d	—	—	T,R,O	2,095	nc	1,580	nc	—	46
Pan Am Clipper	12	PE	255	255d	929	3.6	O	9,205	nc	6,820	nc	—	—
Passages	12	S	—	150d	436	2.9	T	6,676	nc	5,396	nc	A	54
PSA Magazine	12	BPA	75	67d	—	—	T,R,O	3,925	nc	2,960	nc	—	42
Republic Scene	12	PE	100	100d	554	5.5	O	3,705	nc	2,745	nc	—	—
Southwest Airlines Magazine	12	S	600	—	600	15.0	O	2,250	nc	1,650	nc	—	45
Spirit of Aloha[4]	6	S	100	100d	300	4.6	O	2,690	15	1,990	15	—	46
Texas International–The Texas Flyer	12	BPA	40	34d	—	—	R	2,095	nc	1,580	nc	—	44
TWA Ambassador	12	S	307	307d	1,268	4.13	T	8,932	nc	7,146	nc	A	55
United Mainliner	12	BPA	342	339d	1,174	3.63	T,R,O	12,650	nc	9,505	nc	—	—
US Air	12	BPA	135	132d	878	6.5	O	4,280	nc	3,170	nc	—	—
Ziff-Davis Inflight Group (3 titles)	12	BPA,PE	490	490d	2,361	4.8	O	14,612	nc	10,825	nc	—	—
Lifestyle													
Adirondack Life	6	S	55	57	167	2.7	X	1,750	15	1,200	15	A	—
The Advocate	25	ABC	65	70	330	5.0	O	1,680	nb	1,080	nb	—	64
Alaska Magazine	12	ABC	—	179	548	2.9	O	2,880	nc	1,173	nc	R	53
All in Style	10	S	1,225	1,225	3,062	2.5	O	19,200	nc	14,405	nc	R,M	50
American Photographer	12	ABC	200	203	600	2.54	O	5,550	15	3,700	15	—	70
Ampersand	8	S	800	807d	1,695	2.1	O	14,490	nb	9,995	nb		62
Atlanta Magazine	12	ABC	37	40	160	4.0	O	2,145	15	1,525	15	—	45
Atlanta Weekly (4/80)[5]	52	ABC	—	508	975	—	O	5,585	—	4,714	—	—	—
Bay Views Magazine	11	—	12	9	50	5.0	O	1,200	10	790	10	—	60
Better Homes and Gardens Diet & Exercise	2	PE	—	500d	—	—	—	8,600	15	6,000	15	—	—
Big Valley · The San Fernando Valley Magazine	12	PE	36	16	108	3.0	—	1,575	10	1,175	10	—	55
British Heritage	6	ABC	70	55	174	3.0	S	1,485	nc	1,100	nc	A	93
Brown's Guide to Georgia	12	ABC	60	62	215	3.31	O	1,770	nc	1,420	nc	—	55
Club Living	7	S	51	51d	112	2.2	—	2,200	15	1,700	15	R	55
Colonial Homes	6	ABC	400	538	1,909	3.5	S	8,995	15	6,500	15	A	65
Connecticut Magazine	12	ABC	60	60	107	1.66	O	2,450	10	1,750	10	—	45
Consumer Life	4	S	1,000	1,000	2,912	2.91	R	9,100	nc	7,960	nc	—	39
D Magazine	12	ABC	65	66	230	3.26	O	2,855	10	1,975	10	—	40
Discoworld Magazine	6	S	60	103	750	7.0	—	1,215	10	935	10	—	66
Down East	12	S	71	71	250	3.5	O	1,280	10	890	10	S	49
Dynamic Years[6]	6	S	—	199	671	2.7	O	4,000	nc	3,200	nc	S,A	—
Early American Life	6	ABC	400	354	1,136	3.0	S	7,174	nc	5,124	nc	A	66
Esquire	12	ABC	650	651	4,789	7.18	R	13,400	12	8,950	12	—	60
Forecast!	12	PE	26	26	100	3.8	—	1,175	10	695	10	—	—
Forum	12	ABC	750	702	—	—	—	5,175	nc	3,450	nc	A	—
Gallery	12	ABC	650	623	2,214	3.5	R	4,870	nc	3,185	nc	R	90
Gentlemen's Quarterly[7]	10	ABC	350	414	2,426	6.5	R	7,270	15	4,850	15	Z,A	50
Good Living	4	S	100	100	450	4.5	—	2,958	10	2,275	10	—	84
Gulfshore Life	9	PE	17	2	102	6.0	—	1,030	10	830	10	—	47
HARVEY For Loving People (12/79)	12	PE	300	300	1,050	3.5	O	3,750	nc	2,550	nc	—	—
High Times	12	ABC	—	301	2,368	7.8	O	4,500	10	3,575	10	—	40
Hudson Valley Magazine	12	S	80	26	81	3.05	—	1,215	nc	975	nc	—	70
Interview	12	S	96	91	396	4.1	O	2,200	4.5	1,500	6.6	—	60

[1] Since the above information was gathered two new titles have been added to the network, Spirit of Aloha and Hawaii.
[2] Frontier Magazine will publish monthly beginning 1/81.
[3] Now titled Republic Scene-Western Edition.
[4] Effective 1/81, Spirit of Aloha will be published monthly.
[5] Total audience figure is for the Atlanta SMSA.
[6] Dynamic Years began accepting advertising with the May/June 1980 issue.
[7] Effective 1/81, Gentlemen's Quarterly will publish monthly.

Lifestyle CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
INTRO MAGAZINE, the Single Source. (8/80)	12	PE	100	25	—	—	S	2,000	nc	1,500	nc	—	—
Ladycom	8	BPA	400	450d	931	2.07	O	9,900	nc	8,150	nc	R,X	55
Metro-Newark!	6	S	15	3	—	—	—	1,225	10	800	nc	—	64
METRO-The Magazine of Southeastern Virginia	12	PE	—	17	91	4.5	O	1,095	nc	795	nc	—	—
Missouri Life Magazine	6	S	30	27	106	3.3	O	1,000	nc	800	nc	S	60
Modern Maturity[1]	6	S	—	6,736	16,962	2.5	S	43,500	nc	34,800	nc	S,A	—
Money	12	ABC	825	837	3,691	4.06	S,E,R,O	17,860	15	11,420	15	R	45
Monterey Life (1/80)[2]	12	PE(V)	20	6	—	—	—	1,075	nc	860	nc	—	60
The Mother Earth News	6	ABC	900	939	4,248	4.4	O	16,200	nc	10,800	nc	R,A	66
The New Farm	7	S	75	90	—	—	—	—	—	1,425	10	—	69
New Shelter (2/80)	9	S	350	329	—	—	—	5,215	10	3,910	10	A	—
New West	26	ABC	250	290	1,510	4.78	R	7,045	15	4,545	15	R	57
New Woman	6	ABC	1,200	1,253	5,280	4.4	E,R,O	11,300	nc	8,475	nc	A	62
New Worlds of Orange County	6	VAC	110	103d	400	3.8	O	4,096	15	2,728	15	—	33
Next (March/April/1980)[3]	6	PE(A)	300	300	—	3.5	O	7,195	15	5,095	15	—	—
NRTA Journal(National Retired Teachers Assn.)[4]	6	S(A)	—	456	1,044	2.2	O	4,700	nc	3,760	nc	S,A	—
1,001 Decorating Ideas[5]	10	ABC	1,100	1,104	5,500	5.5	S	12,855	nc	10,195	nc	R	57
Organic Gardening	12	S(A)	1,250	1,205	3,690	3.23	S	10,495	nc	7,240	10	A	55
Orlando-land Magazine	12	S	26	3	78	3.0	O	1,170	3.8	975	4.6	—	50
Playbill-New York	12	S	1,020	1,020d	2,244	2.2	O	16,350	15	10,897	15	—	40
Playboy	12	ABC	5,000	5,746	24,698	4.24	T	50,645	10	36,160	10	R,S,M,A	60
Poolife	2	PE(B)	750	750d	—	—	—	10,320	nc	8,895	nc	R	50
Psychology Today	12	ABC	1,175	1,171	4,143	3.62	S	22,990	nc	15,920	10	R,S,A	—
Realités	6	S(A)	100	85	180	2.0	O	4,350	10	3,000	10	—	75
REDBOOK	12	ABC	4,300	4,234	11,392	2.60	S,X	38,570	nc	29,070	nc	R,S,Z,A,D,T	43
Religious Home Unit (3 titles)		S	—	126	—	—	—	—	—	1,665	—	—	—
Richmond Lifestyle	12	S(A)	20	15	78	3.9	O	1,260	10	900	10	—	45
Rollerskating	6	PE	—	85d	—	—	O	1,800	nc	1,300	nc	—	50
The Runner	12	S(A)	205	132	—	—	O	6,870	15	4,585	15	A	72
San Francisco Focus	12	PE(A)	130	143	290	2.0	O	3,250	nc	2,470	nc	—	50
Savvy (11/79)	12	PE(A)	200	200	600	3.0	O	3,960	—	2,640	nb	A	—
The Small Boat Journal[6]	12	PE(A)	41	41	—	—	—	1,570	15	895	15	—	75
Sport	12	ABC	1,200	1,204	6,221	4.97	S,R	17,617	nc	12,072	nc	RSMZADXT	54
Spotlight Magazine (8 titles)[7]	11	PE	12	10	—	7.0	—	1,980	nc	1,680	nc	—	60
Success Unlimited	12	ABC	—	173	722	3.8	O	4,660	nc	3,775	nc	A	50
Symbol, For the Friends of Rolls Royce, Ferrari and Riva	4	S	50	50d	300	6.0	—	14,118	—	—	—	—	—
Travel & Leisure[8]	12	ABC	925	944	3,249	3.65	T,E,R,M	16,330	nc	12,370	nc	R,M	45
Utah Holiday Magazine	12	S	17	15	43	2.5	O	940	10	675	nc	—	46
Washington Calendar	12	S(B)	155	2	334	2.1	O	4,450	15	2,970	15	R,S,A	55
Washington Dossier	12	VAC	40	3	120	3.0	O	2,095	10	1,575	10	—	42
The Westchester Traveler (9/80)	6	PE(B)	65	25	—	—	—	2,500	5	1,980	5	—	—
Wet Magazine-Gourmet Bathing and Beyond	12	S	40	40	225	5.0	O	1,650	10	1,000	10	—	65
Woodstove Directory	1	PE	—	200d	—	—	—	3,180	15	2,220	15	—	5
Ziff-Davis Magazine Network (7 titles)	*	ABC	3,565	3,569	12,788	3.78	S	67,720	nc	45,745	—	R,S,A	45
Canadian Magazines													
Canadian Living	12	ABC	300	266	1,000	3.5	P	4,920	nc	4,100	nc	R	50
Canadian Motorist Magazine	8	ABC	270	274	767	2.8	O	2,820	10	1,980	10	R	60
Flare[9]	10	ABC	160	180	1,433	7.83	P	5,050	nc	3,770	nc	R	45
Hamilton Magazine	12	—	55	54d	234	—	P	1,650	nc	1,230	nc	—	50
Montreal Calendar Magazine	12	—	80	*	190	2.38	S,T	3,125	nc	2,350	nc	—	33
Montréal Ce Mois-Ci	12	—	100	*	240	2.38	S,T	2,470	nc	1,860	nc	—	33
Vancouver Magazine	12	—	91	91d	199	2.18	P	2,765	nc	1,860	nc	S	57

[1] Began to accept advertising 4/80. Rates include 25% introductory discount.
[2] Monterey Life is in the process of converting from controlled circulation to paid.
[3] Effective with the 9/81 issue, Next will be published monthly.
[4] NRTA Journal began accepting advertising with the May/June 1980 issue.
[5] Effective 1/81, 1,001 Decorating Ideas will be published monthly and change its name to 1,001 Home/Decorating Ideas.
[6] Percentage of editorial pages based on 5 issues.
[7] Rates given are for insertion in all 8 publications.
[8] Rate base not guaranteed; it is average circulation upon which rates are based.
[9] Rate base not guaranteed.

Mechanics	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
The Family Handyman	10	ABC	1,000	1,038	4,727	4.8	E,R	11,150	nc	7,850	nc	S,Z,A,T	46
Mechanix Illustrated	12	ABC	1,600	1,669	6,606	3.84	S,X	21,170	10	14,925	10	RSMZADT	46
New Shelter (2/80)	9	S	350	329	—	—	—	5,215	10	3,910	10	A	—
Old Cars Weekly[1]	52	S	—	86	445	5.0	O	—	—	598	—	—	30
Popular Electronics	12	ABC	—	399	—	—	—	11,290	3.5	7,990	5	—	—
Popular Electronics Electric Experimenters' Hndbk.	1	—	—	160d	—	—	—	4,400	5	2,730	5	—	—
Popular Mechanics	12	ABC	1,600	1,695	10,784	6.94	R	21,175	10	14,935	10	R,S,A	48
Race & Rally	3	PE	65	76	420	4.0	O	3,300	10	2,400	10	—	66
Science Digest (Nov/Dec 1980)	12	ABC	400	*	—	—	—	9,600	nc	7,200	nc	A	—
Spectrum Select (5/80)	12	BPA	175	162	227	1.3	E	3,589	nc	3,089	nc	—	53
Stock Car Racing	12	ABC	110	97	489	5.0	O	2,118	nc	1,068	nc	—	—
Super Stock & Drag Illustrated	12	ABC	78	62	316	5.0	O	1,380	nc	700	nc	—	—
Vette	6	S(A)	40	38	90	2.4	O	875	nc	650	nc	—	70

Men's interests

ACC Basketball Handbook	1	S	100	100	540	4.5	O	2,878	10	1,767	10	S	75
American Business	12	PE	100	275	1,500	5.5	—	*	—	2,025	—	A	—
The American Hunter	12	S(A)	500	718	—	—	—	7,120	nc	4,750	nc	R,S,A	85
The American Handgunner	6	ABC	83	92	—	—	—	1,116	10	1,066	10	—	66
American Legion Magazine	12	ABC	2,500	2,591	7,300	2.8	O	13,669	10	9,426	10	—	40
American Photographer	12	ABC	200	203	600	2.54	O	5,550	15	3,700	15	—	70
The American Rifleman	12	S(A)	1,100	1,171	—	—	—	10,850	nc	8,400	nc	R,S,A	67
Aviation	12	PE	51	52d	468	9.0	O	2,511	10	1,255	10	R	—
Bicycling	9	S	115	121	—	—	—	2,525	nc	1,950	10	A	53
Boat Owners Buyers Guide	1	PE	—	100d	—	—	—	5,110	nc	3,430	nc	—	—
Boating[2]	12	ABC	—	171	—	—	—	7,335	nc	5,090	nc	—	42
Boating Almanac[3]	1	S	—	21	—	—	—	3,205	nb	2,625	nb	R	—
Boston Bruins Official Program Magazine	52	PE	275	275d	1,045	3.8	O	3,850	10	2,505	10	—	50
Bowhunter	6	PE	—	80	414	4.0	O	1,515	nc	995	nc	—	40
Braniff's Flying Colors	12	S	210	210d	1,400	6.6	—	6,100	20	4,700	20	A	50
Car Collector & Car Classics	12	PE	40	40	200	5.0	O	750	10	500	10	—	60
Charlotte Magazine	6	S(A)	10	5	—	5.0	O	750	15	550	15	—	50
Chic	12	ABC	300	286	1,864	6.93	R	2,800	nc	2,000	nc	—	90
Club Living	7	S	51	51d	112	2.2	—	2,200	15	1,700	15	R	55
Country Gentleman	4	ABC	165	167	1,014	5.52	E,R	4,181	10	2,991	10	R	54
Delta Sky	12	S	—	290d	3,800	—	—	8,400	20	6,700	20	A	60
Ebony	12	ABC	1,250	1,270	7,203	5.65	S,T,R,X	19,895	10	12,872	10	R,S,M	45
Epic Illustrated (2/80)	4	PE	200	200	—	—	O	3,035	nc	2,050	nc	—	1
Esquire	12	ABC	650	651	4,789	7.18	R	13,400	12	9,350	12	—	60
Field & Stream	12	ABC	2,000	2,019	8,885	4.3	S	27,450	10	18,250	10	S,A	46
Fisherman Group (3 titles)	50	S	65	68	205	3.5	—	1,490	nc	1,148	nc	R	50
Florida Sportsman	12	S	62	54	228	3.0	O	1,170	nc	835	nc	R,S,M,Z,A,T	46
Flying	12	ABC	—	365	—	—	—	13,870	nc	9,240	10	—	—
Flying Annual & Buyers Guide	1	PE	—	165d	—	—	—	5,445	nc	3,770	10	—	—
FUR-FISH-GAME (Harding's Magazine)	12	S	200	200	1,000	5.0	—	*	—	1,400	10	—	58
FUTURE	6	ABC	370	360	12,994	3.59	O	4,015	5	2,915	5	—	75
Gallery	12	ABC	650	623	2,214	3.5	R	4,870	nc	3,185	nc	R	90
Genesis	12	ABC	400	355	1,179	3.3	S,T	3,300	nc	2,300	nc	R	80
Gentleman's Companion (5/80)	12	PE	275	275	1,650	6.00	O	3,000	nc	2,200	nc	—	—
Gentlemen's Quarterly[4]	10	ABC	350	414	2,426	6.5	R	7,270	15	4,850	15	Z,.	50
Georgia Sportsman	12	S	37	37	122	3.2	O	821	10	528	10	—	60
HARVEY For Loving People (12/79)	12	PE	300	300	1,050	3.5	O	3,750	nc	2,550	nc	—	—
Hustler	12	ABC	1,800	1,641	7,522	4.92	R	13,000	nc	9,000	nc	—	85
IN TOUCH For Men	12	PE(A)	66	73	298	4.0	O	1,080	nc	800	nc	—	19
Inside Sports (4/80)	12	PE(A)	500	500	—	—	R	11,625	nc	7,750	nc	—	—

[1] Second color available at $150 surcharge per page.
[2] Boating's circulation will be merged with Motorboat's, effective with the 10/80 issue.
[3] Boating Almanac is published annually in 6 regional volumes. Circulation and rates are totals of all 6 volumes.
[4] Effective 1/81, Gentlemen's Quarterly will publish monthly.

TEST YOUR GQ.

1. **The profile of the GQ reader is:**

a. Similar to John Barrymore's
b. Young–74% between 18 and 34 (median age 28)
c. Financially successful–Median household income $24,540
d. Well-educated–85% attended or graduated from college

Answer: Sometimes a, but always b, c and d. Besides that, the GQ reader is interested in the world around him. He is a trend setter when it comes to buying clothing, grooming aids, cars, photographic and audio equipment, liquor and sports equipment. He travels, too, and uses credit cards. He stops long enough, though, to read GQ.

2.

GQ has a higher newsstand circulation than:

a. *Newsweek*
b. *Sports Illustrated*
c. *Esquire*
d. *Sport*
e. All of the above

Answer: e. Be seen on the street in GQ. More than 55% of our readers buy GQ on the newsstand. That's an average of 227,342 copies a month.* With a cover price of $2.00, that's commitment.

12. **This is question # 12 because:**

a. We're growing to 12 issues a year
b. Our readers have asked to see us 12 times a year
c. We want to give you 12 chances a year to be in GQ
d. We want you to get the message

Answer: All of the above. See you every month, starting in January.

Media buyers and advertisers with a high GQ know that GQ is the place to reach young men who are sophisticated, well-educated, well-established and interested in the world around them.

Please contact us: Gentlemen's Quarterly,
350 Madison Avenue, New York, N.Y. 10017 (212) 880-8800
A Condé Nast Publication.

*ABC Magazine Publishers' statement, last 6 months 1979. All other statistics: 1978 Simmons study of the GQ reader. © 1980 GQ Magazine Inc.

IT'S SMART TO HAVE A HIGH GQ.

Men's interests CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Interface Age	12	PE(A)	81	84	—	—	—	2,180	nc	1,680	nc	R	60
Kiwanis	10	ABC	270	279	507	—	S	2,965	nc	1,660	nc	R,S,Z	62
Labor Press (78 titles)	—	S	—	3,125	—	—	—	—	—	*	nb	—	70
Management Leisure Time Network	12	BPA	1,005	—	3,562	3.4	S,E,X	11,960	10	9,350	10	—	—
Michigan Out-of-Doors	12	S	110	111	490	4.3	O	1,200	nc	950	nc	—	53
Moneysworth	12	PE	625	750	5,000	6.6	—	10,800	nb	7,200	nb	R,A	40
Montgomery Ward Sales Catalogs (16 titles)	16	VAC	7,560	7,560	38,991	5.18	S	56,250	nc	—	—	—	99
Motor Boating & Sailing	12	ABC	—	131	1,364	10.9	S,R	4,960	nc	3,245	nc	—	—
Motor Trend	12	ABC	750	756	5,335	10.66	R	19,800	10	12,375	10	R,S,A	58
MPG (Fall/79)	4	—	—	—	—	—	—	1,395	10	795	10	R,S,A	—
New York Islanders Official Program Magazine	52	PE	285	285d	1,083	3.8	O	3,915	10	2,545	10	—	50
Off-Road	12	ABC	132	117	—	—	—	3,450	10	2,331	10	R	72
OUI	12	ABC	850	861	3,083	3.54	T	10,120	5	6,435	5	R,S,M,T	75
Outdoor Life	12	ABC	1,700	1,714	5,818	3.28	S	21,400	10	14,750	10		50
Outside Magazine	6	ABC	200	203	800	4.2	O	6,600	15	4,400	nb	—	60
PAG (Petersen Action Group) (9 Titles)	12	ABC	3,455	3,638	30,548	9.44	R	*	—	*	—	R,S,A	—
Pan Am Clipper	12	PE	255	255d	929	3.6	O	9,205	nc	6,820	nc	—	—
Penthouse	12	ABC	4,500	4,502	12,337	3.32	R	34,075	nc	22,565	nc	RSMAXT	67
Playboy	12	ABC	5,000	5,746	24,698	4.24	T	50,645	10	36,160	10	R,S,M,A	60
Players	12	S	200	185	1,175	5.6	O	2,200	5	1,400	5	—	80
Popular Hot Rodding	12	ABC	—	293	—	—	—	5,315	10	3,322	10	R,S,A	59
Popular Mechanics	12	ABC	1,600	1,695	10,784	6.94	R	21,175	10	14,935	10	R,S,A	48
Popular Science	12	ABC	1,800	1,913	6,619	4.03	S	22,165	10	15,625	10	R,S,A	50
Powder	8	S(A)	110	100	—	—	O	3,050	5	2,085	5	—	60
Pro Football Weekly[1]	30	S	100	100	220	2.2	O	1,750	—	1,150	—	—	75
Pro Quarterback	3	S	150	150d	—	—	—	950	nc	750	nc	—	90
Railfan & Railroad	6	S	—	52	—	—	—	730	10	480	10	—	—
Railroad Model Craftsman	12	ABC	—	95	—	—	—	820	10	590	10	—	48
Rand McNally Campground & Trailer Park Guide	1	S	250	248	—	—	—	3,900	nc	3,300	nc	—	50
Republic Scene	12	PE	100	100d	554	5.5	O	3,705	nc	2,745	nc	—	—
Road King	4	BPA	200	213d	—	—	—	3,985	nc	2,990	nc	—	76
Rolling Stone	26	ABC	700	690	3,582	5.01	S,T,R	13,740	nb	9,120	nb	—	50
The Rotarian	12	ABC	450	465	779	1.62	R	4,630	nc	3,275	nc	A	64
Sail	12	ABC	—	177	530	2.8	O	6,080	nc	4,260	nc	R	40
Science Digest (Nov/Dec 1980)	12	ABC	400	*	—	—	—	9,600	nc	7,200	nc	A	—
Signature	12	ABC	625	629	1,650	2.75	S	7,345	nc	6,080	nc	R,S,M,A	55
Sport	12	ABC	1,200	1,204	6,221	4.97	S,R	17,617	nc	12,072	nc	RSMZADXT	54
Sport Trucking	4	S	—	50	—	—	—	1,325	10	895	10	R,S,A	84
Sporting News	52	ABC	425	416	3,593	8.5	T,E,R	7,535	10	5,968	10	—	70
Sports Afield	12	ABC	500	571	2,974	5.03	S	10,000	10	7,000	10	R	49
Spray-The Water Skiing Magazine	8	S	60	60	250	4.65	O	2,035	nc	1,370	nc	—	45
St. Petersburg Times/Evening Independent	52	ABC	263	263	526	2.0	—	2,483	nb	2,136	nb	A	68
Stereo Review	12	ABC	540	543	—	—	—	20,685	5	14,775	5	—	—
Stereo Review's Stereo Directory & Buying Guide	1	—	—	170d	—	—	—	7,490	5	5,155	5	—	—
Stereo Review's Tape Recording & Buying Guide	1	—	—	125d	—	—	—	5,715	5	3,740	5	—	—
Student Youth Group (2 titles)[2]	7,5	S	100	96	—	—	—	—	—	1,000	nc	—	90
Super Chevy[3]	12	S	—	65	—	—	—	1,685	10	1,139	10	R,S,A	85
Texas Football	4	PE	125	132	564	4.0	—	2,450	—	1,850	—	—	—
Texas Sports (12/79)	12	PE(A)	45	35	200	4.4	O	1,800	nc	1,300	nc	M	—
US Air	12	BPA	135	132d	878	6.5	O	4,280	nc	3,170	nc	—	—
Vette	6	S(A)	40	38	90	2.4	O	875	nc	650	nc	—	70
VW & Porsche	6	S	—	57	—	—	—	1,935	10	1,290	10	R,S,A	83
Yachting	12	ABC	150	148	—	—	—	6,290	nc	4,120	nc	—	35
Ziff-Davis Inflight Group (3 titles)	12	BPA,PE	490	490d	2,361	4.8	O	14,612	nc	10,825	nc	—	—
Ziff-Davis Magazine Network (7 titles)	*	ABC	3,565	3,569	12,788	3.78	S	67,720	nc	45,745	—	R,S,A	45

[1] Pro Football Weekly is published weekly February-August; published monthly March-July.
[2] Published during the academic year.
[3] Effective 1/81, Super Chevy will be published monthly.

Men's interests CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Canadian Magazines													
Newfoundland Herald	52	ABC	50	—	246	4.5	P	1,390	10	630	10	—	60
Reader's Digest	12	ABC	1,300	1,300	4,862	3.74	P	14,125	nc	10,945	nc	R,S,M	60
Rénovation bricolage	12	ABC	—	60	—	—	P	2,100	—	1,650	—	R,S	60
Selection du Reader's Digest	12	ABC	—	330	1,745	5.29	P	4,510	nc	3,690	nc	M	60
TODAY Magazine (3/80)[1]	52	ABC	2,778	2,747	5,893	2.17	P	32,400	2.4	25,215	3.1	—	—
Military													
Air Force Times	52	ABC	—	135	—	—	—	4,765	nb	2,480	nb	—	55
American History Illustrated	10	ABC	160	140	436	3.0	S	2,375	nc	1,900	nc	A	88
American Legion Magazine	12	ABC	2,500	2,591	7,300	2.8	O	13,669	10	9,426	10	—	40
Army Times	52	ABC	—	135	—	—	—	4,515	nb	2,230	nb	—	55
Army Times Military Group (3 Titles)[2]	52	ABC	—	325	1,875	5.4	O	6,740	nb	4,460	nb	—	55
Civil War Times Illustrated	10	ABC	100	96	294	3.0	S	1,625	nc	1,300	nc	A	85
Eagle & Swan	6	S	110	110	385	3.5	—	4,290	10	3,190	10	—	77
Family	10	BPA	300	400d	608	1.52	O	5,650	nc	4,900	nc	X	60
For Seniors Only	2	S	525	10	1,575	3.0	O	—	—	1,815	nc	R	45
Ladycom	8	BPA	400	450d	931	2.07	O	9,900	nc	8,150	nc	R,X	55
Military Base Newspapers (180 titles)	52	—	1,742	—	4,224	2.4	—	*	—	*	—	—	50
Navy Times	52	ABC	—	82	—	—	—	3,920	nb	1,635	nb	—	54
The Retired Officer	12	S	280	268	—	—	—	2,715	nc	1,975	nc	—	68
Sergeants	12	S	130	135d	405	3.0	—	1,620	nc	970	nc	—	60
Strategy & Tactics	6	PE	—	30	70	1.92	O	2,150	nc	1,550	nc	Z	96
V.F.W. Magazine	12	ABC	—	1,686	—	—	O	9,540	nc	7,565	nc	—	48
National merchandise catalogs													
Montgomery Ward Sales Catalogs (16 titles)	16	VAC	7,560	7,560	38,991	5.18	S	56,250	nc	—	—	—	99
News													
A.D.	10	S	—	255	1,612	6.03	T	2,750	nc	2,300	nc	D	71
Barron's National Business & Financial Weekly	52	ABC	234	257	1,136	4.22	R	—	—	7,016	nc	R,A	55
Book Digest	12	ABC	400	1,012	4,173	3.6	S,O	5,600	nc	4,000	nc	R	87
Business Week	51	ABC	820	816	6,826	8.06	S,T,R,O	26,100	15	17,400	15	R,S,M,D	38
The Christian Science Monitor[3]	260	ABC	—	165	1,179	7.04	T,E	4,592	nb	2,592	nb	R	70
Cleveland Plain Dealer's Sunday Magazine	52	ABC	—	454	—	2.3	O	5,560	nb	4,300	nb	A	—
Columbia Journalism Review	6	S	32	35	113	3.2	E	2,740	nc	1,765	nc	—	64
Dun's Review	12	ABC	—	280d	650	2.5	O	9,105	nc	6,720	nc	R	45
Encore American & Worldwide News	12	S	170	172	850	5.0	—	5,607	10	4,007	10	—	74
Far West Ski News—Snowwest	14	PE	40	40	—	—	—	2,100	nb	1,650	nb	—	50
Federal Times	52	ABC	—	45	—	—	—	2,180	nb	1,325	nb	—	—
Financial World	24	ABC	—	63	230	3.1	O	4,815	15	3,250	15		50
Jet	52	ABC	700	711	5,565	7.8	S	8,339	nc	5,280	nc	—	66
Leadership Network (7 titles)		ABC,S	515	496	—	3.0	E	12,342	nc	8,964	nc	—	70
LIFE	12	ABC	1,200	1,410	8,350	6.94	S	26,690	15	20,160	15	—	61
Ms.	12	ABC	500	491	1,836	3.5	S,R	8,720	nc	6,500	nc	R,S,A	55
The Nation	47	PE	40	40	—	—	O	—	—	1,000	nb	—	—
New West	26	ABC	250	290	1,510	4.78	R	7,045	15	4,545	15	R	57
New York News for Kids (10/79)	8	S(V)	230	230	708	3.08	O	3,000	nc	2,750	nc	—	50
Newsweek	52	ABC	2,950	2,952	17,197	5.92	S	51,730	12	33,160	12	RSMZADT	44

[1] Rate base not guaranteed.
[2] A supplement called the Times Magazine appears in the first issue of Army, Air Force, & Navy Times each month. 1X B&W page rate is $4,950, 1 X4-C is $5,960; no charge for bleeds.
[3] These are National Package rates. In addition four U.S. and one overseas edition are available. There is also a special all-edition rate.

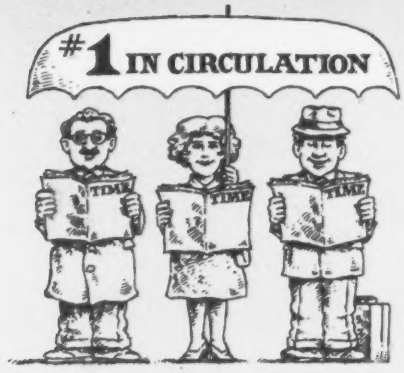
News CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Newsweek Woman (2/80)	13	PE(A)	500	500	2,105	4.21	O	8,885	12	5,695	12	A	—
PEOPLE Weekly[1]	51	ABC	2,300	2,308	18,138	8.19	S	29,500	15	23,000	15	R,M,A	44
The Retired Officer	12	S	280	268	—	—	—	2,715	nc	1,975	nc	—	68
Retirement Life	12	S	—	381	772	2.0	—	—	—	2,000	nb	A	50
Sporting News	52	ABC	425	416	3,593	8.5	T,E,R	7,535	10	5,968	10	—	70
Sports Illustrated	52	ABC	2,250	2,343	13,075	5.73	S	45,050	15	28,880	15	R,S,M,Z	45
The Spotlight	52	PE(A)	—	333	1,337	4.0	—	—	—	2,573	nc	—	75
Stock Market Magazine	12	S	—	47	96	2.0	O	3,084	15	1,344	15	—	80
Time	52	ABC	4,250	4,451	20,180	4.57	S,X,M	70,285	15	45,055	15	RSMZADT	45
Time A+	20	ABC	600	637	—	—	—	18,685	15	11,980	15	—	—
Time B	26	ABC	1,550	1,564	—	—	—	38,350	15	24,585	15	—	—
Time Big-time	26	ABC	2,790	2,760	—	—	—	48,520	15	31,105	15	—	—
Time Doctors'	15	ABC	165	152	—	—	—	7,525	15	4,825	15	—	—
Time Half-time	—	—	2,125	—	—	—	—	38,965	15	24,980	15	—	—
Time Student/Educator	7	ABC	550	549	—	—	—	16,060	15	10,295	15	—	—
Time T	26	ABC	300	308	—	—	—	14,840	15	9,515	15	—	—
Time U.S. Ex-Time B	—	—	2,700	—	—	—	—	46,120	15	29,565	15	—	—
Time Z	20	ABC	1,200	1,213	—	—	—	33,530	15	21,495	15	—	—
Time-Exurban	—	—	1,460	—	—	—	—	24,935	15	15,985	15	—	—
TV Guide	52	ABC	18,300	19,873	42,236	2.13	S,R,X	69,500	nc	58,800	nc	R	56
U.S. News & World Report	51	ABC	2,000	2,085	9,426	4.7	S	34,625	15	21,940	15	RSMADT	60
V.F.W. Magazine	12	ABC	—	1,686	—	—	O	9,540	nc	7,565	nc	—	48
The Village Voice	52	ABC	154	154	370	2.4	S	4,456	nc	3,156	nc	—	60
The Wall Street Journal	255	ABC	—	1,798	4,259	2.58	S	—	—	42,996	nb	R	—
World Press Review[2]	12	ABC	120	124	420	3.0	E	2,305	nc	1,614	nc	A	65
Canadian Magazines													
Atlantic Insight	11	ABC	65	64	265	4.0	O	2,275	nc	1,706	nc	—	60
L'Actualité	12	ABC	—	239	931	3.96	P	5,440	10	4,125	10	A	—
Maclean's—Canada's Newsmagazine	52	ABC	—	638	2,861	4.1	P	12,725	10	9,380	10	R,S,M,A	60
Time - in Canada	52	ABC	315	338	2,254	6.77	P	5,675	15	3,615	15	R,S	59

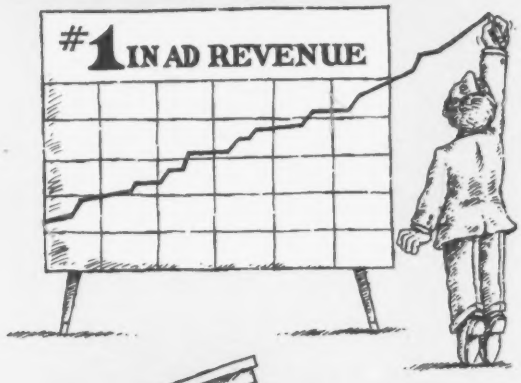
Newspaper distributed magazines

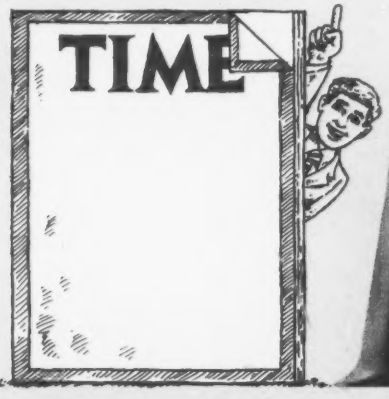
Akron Beacon Journal's Beacon Magazine	52	ABC	—	216	—	—	—	4,900	nc	3,780	nc	A	—
Atlanta Weekly (4/80)[3]	52	ABC	—	508	975	—	O	5,585	—	4,714	—	—	—
Baltimore Sun Magazine	52	ABC	374	374	—	—	—	4,173	nc	3,145	nc	—	46
The Boston Globe Magazine[4]	52	ABC	—	710	1,499	—	O	6,995	—	5,615	—	—	41
Boston Herald American's The Magazine[5]	52	ABC	—	306	633	—	O	4,510	nc	3,780	nc	—	47
California Today	52	ABC	—	269	—	—	—	2,804	—	2,063	—	—	40
Chicago Sun-Times' Sometimes Parade	52	ABC	—	700	—	—	—	5,712	nb	4,632	nb	A	—
Chicago Tribune Magazine[6]	52	ABC	—	1,146	2,611	—	O	12,617	nb	10,352	nb	D	—
Cleveland Plain Dealer's Sunday Magazine	52	ABC	—	454	—	2.3	O	5,560	nb	4,300	nb	A	—
Dallas Times Herald—Westward	52	ABC	—	345	693	2.0	—	3,604	—	2,957	—	—	50
Detroit Free Press' Detroit Magazine	52	ABC	—	710	—	—	—	6,533	nc	5,789	nc	R,A	—
Detroit News Magazine[7]	52	ABC	824	817	1,791	2.4	O	9,229	3	7,986	3	A	38
Family Weekly	52	ABC,S	12,300	12,223	24,672	2.05	S,O	85,785	nc	75,325	nc	RSMADT	35
Home Magazine	52	ABC	1,289	1,289	2,900	2.2	—	15,900	nc	11,840	nc	R	45
Indianapolis Star Magazine	52	ABC	—	357d	796	2.23	O	4,000	nb	3,175	nb	A	41
Los Angeles' Herald Examiner's California Living	52	ABC	—	307	834	2.6	O	5,904	nc	4,504	nc	A	58
The Magazine	52	ABC	269	269	620	2.3	O	600	20	1,700	20	M,A	46
Metropolitan Sunday[8]	52	ABC	21,732	21,732	45,455	2.18	S	185,410	nb	152,235	nb	—	55
Miami Herald Tropic Magazine	52	ABC	533	533	1,147	2.1	O	7,125	nc	5,825	nc	—	45

[1] Regional and Metro split-run editions available 1/81.
[2] World Press Review was formerly called Atlas World Press Review.
[3] Total audience figure is for the Atlanta SMSA.
[4] Total audience figure is for the NECMA.
[5] Total audience figure is for the Boston ADI.
[6] Total audience figure is for the Chicago ADI.
[7] Circ. given is for the Detroit ADI.
[8] Consists of 49 locally-edited newspaper supplements.

America's #1 News Magazine







TIME

The most colorful coverage of the week

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Newspaper distributed magazines CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Nashville Tennessean Showcase	52	ABC	242	242	776	3.2	—	2,636	nb	2,012	nb	A	35
New York Sunday News Magazine	52	ABC	2,273	2,273	5,629	2.47	O	24,630	nc	21,050	nc	R,A,T	38
New York Times Magazine	52	ABC	1,477	1,477	4,482	3.20	S	15,025	nc	9,855	nc	—	33
Parade	52	ABC,S	21,644	21,644	40,041	1.85	S	160,240	nc	130,575	nc	R,S,Z,D,X,T	40
PD	52	ABC	433	433	996	2.3	O	3,545	20	2,920	20	M,A	50
Philadelphia Builetin's Television Sports (9/80)[1]	52	ABC	—	529	1,145	2.2	O	4,750	nc	3,800	nc	—	—
Philadelphia Inquirer's "Today"[2]	52	ABC	—	846	1,812	2.3	O	10,105	nc	8,395	nc	A	45
Pittsburgh Press Sunday Roto Magazine[3]	52	ABC	659	659	1,104	2.5	O	6,883	1	5,695	1	T	28
San Francisco Examiner's California Living	52	ABC	—	669	1,695	2.52	O	8,280	nb	5,825	nb	—	—
SCENE Magazine, The Dallas Morning News[4]	52	ABC	—	353	641	2.1	O	3,607	nb	2,957	nb	R	40
Pets													
Cats	12	ABC	63	63	259	3.7	O	2,600	nc	2,000	nc	—	48
Dog World	12	ABC	—	55	—	—	—	1,630	nc	1,230	nc	R	35
Today's Animal Health	6	S	—	27	165	6.0	O	1,275	nc	780	nc	—	—
Tropical Fish Hobbyist	12	S	—	43	—	—	O	715	nc	425	nc	—	70
Photography													
American Photographer	12	ABC	200	203	600	2.54	O	5,550	15	3,700	15	—	70
Audubon	6	S	320	321	1,312	4.1	O	7,690	nc	4,950	nc	Z	75
Camera Arts	6	PE	—	100d	—	—	—	4,500	nc	3,000	nc	—	—
Camera 35	12	ABC	—	76	—	—	—	3,275	nc	1,990	nc	—	78
GEO	12	S(A)	200	269	912	3.2	S,O	7,250	nc	5,900	nc	—	80
Horticulture	12	ABC	—	122	—	—	O	2,100	10	1,440	10	—	63
IN TOUCH For Men	12	PE(A)	66	73	298	4.0	O	1,080	nc	800	nc	—	19
Lens Magazine	6	PE	210	210d	210	—	—	3,650	nc	2,800	nc	—	70
Lens on Campus	4	PE	70	77d	77	—	—	2,445	nc	1,750	nc	—	44
Modern Photography	12	ABC	—	631	—	3.0	—	24,594	nc	18,505	nc	A	34
Monterey Life (1/80)[5]	12	PE(V)	20	6	—	—	—	1,075	nc	860	nc	—	60
New Mexico Magazine	12	ABC	70	70	259	3.6	O	2,400	nc	1,600	nc	R	60
Petersen's Photographic	12	ABC	275	271	3,039	11.96	R,O	7,370	10	4,605	10	R,S,A	—
Popular Photography	12	ABC	865	868	—	—	—	30,430	—	23,125	—	—	—
Popular Photography's Photo Directory & Buying Guide	1	—	—	205d	—	—	—	7,595	—	4,660	—	—	—
Popular Photography's Photography Annual	1	—	—	300d	—	—	—	8,205	—	5,035	—	—	—
Portfolio-The Magazine of the Visual Arts	6	S(A)	85	85	427	5.03	O	2,975	nc	1,955	nc	A	67
Powder	8	S(A)	110	100	—	—	O	3,050	5	2,085	5	—	60
Sailing	12	PE	25	30	43	1.33	O	1,310	nc	810	nc	—	60
Skin Diver	12	ABC	180	185	1,061	6.80	R,O	5,185	nc	3,240	nc	R,S,A	—
Sport Diver	6	S(B)	60	60	—	—	O	2,495	nc	1,685	nc	—	60
Sports Illustrated	52	ABC	2,250	2,343	13,075	5.73	S	45,050	15	28,880	15	R,S,M,Z	45
Super-8 Filmaker	8	S	45	50	229	4.5	O	3,119	15	1,913	15	—	58
Surfing	12	S	85	86	1,200	14.0	O	3,000	10	2,400	10	—	58
Video Review (4/80)[6]	12	PE(A)	50	80	240	3.0	O	3,355	10	2,395	10	—	60
Writer's Digest	12	ABC	150	163	185	1.09	E	4,324	nc	2,884	nc	A	60
Writer's Yearbook	1	S	75	66	179	2.76	O	2,480	nc	1,320	nc	A	85
Canadian Magazines													
Outdoor Canada	—	—	65	61	232	3.8	O	3,710	nc	3,135	nc	R	60
Photo Canada	8	ABC	—	46	—	2.8	—	3,122	17	2,319	12.5	—	60
Political/Social issues													
AAA Wisconsin Traveler	6	S	232	232	375	1.6	O	2,505	nc	1,925	nc	—	50
The Advocate	25	ABC	65	70	330	5.0	O	1,680	nb	1,080	nb	—	64
AFL-CIO Milwaukee Labor Press	24	S	100	100	300	3.0	—	—	—	900	nb	—	50

[1] Total audience figure is for the Philadelphia ADI.
[2] Total audience and readers per copy figures are for the Philadelphia ADI.
[3] Total audience and readers per copy figures are for the Pittsburgh SMSA.
[4] Total audience figure is for the Dallas ADI.
[5] Monterey Life is in the process of converting from controlled circulation to paid.
[6] Percentage of editorial pages is estimated for 1980.

Political/Social issues
CONTINUED

		Circulation			Audience			Page rates (1x)					
								4/C		B/W			
	Freq.	Audit source	Rate base (000)	Paid (000)	Total aud. (000)	Readers /copy	Aud. data	Rate ($)	Bleed (%)	Rate ($)	Bleed (%)	Split-run editions	% edit pgs
America	46	S	33	36	134	3.6	O	—	—	750	nc	—	63
American Film	10	ABC	100	102	244	2.44	E	2,350	nc	1,595	nc	A	71
American Motorcyclist	12	ABC	110	110	233	2.0	O	2,365	nc	1,840	nc	—	68
The Asia Mail	12	S	30	30d	60	2.0	—	—	—	1,760	nb	—	65
Audubon	6	S	320	321	1,312	4.1	O	7,690	nc	4,950	nc	Z	75
Business Today	3	S	200	210d	560	2.7	O	3,500	15	3,350	15	—	70
Chic	12	ABC	300	286	1,864	6.93	R	2,800	nc	2,000	nc	—	90
Chief Executive	4	BPA	25	*	—	—	—	3,000	nc	2,500	nc	—	—
The Christian Century	43	S	30	33	—	—	—	—	—	475	10	—	75
Columbia Journalism Review	6	S	32	35	113	3.2	E	2,740	nc	1,765	nc	—	64
Commentary	12	S	47	49	—	-	—	2,225	nc	1,225	nc	—	—
Connecticut Magazine	12	ABC	60	60	107	1.66	O	2,450	10	1,750	10	—	45
The Crisis	10	S	115	115	252	2.14	—	3,350	10	2,150	10	—	85
The Dial (9/80)[1]	12	PE(A)	650	650	1,300	2.0	X,O	14,610	nc	9,425	nc	—	50
Dun's Review	12	ABC	—	280d	650	2.5	O	9,105	nc	6,720	nc	R	45
Encore American & Worldwide News	12	S	170	172	850	5.0	—	5,607	10	4,007	10	—	74
Exclusively Yours	15	S	40	40d	40	1.0	—	1,510	nc	1,180	nc	—	28
Foreign Affairs	5	PE	80	80	240	3.0	E	3,300	nc	2,000	nc	—	80
FUTURE	6	ABC	370	360	12,994	3.59	O	4,015	5	2,915	5	—	75
Gallery	12	ABC	650	623	2,214	3.5	R	4,870	nc	3,185	nc	R	90
GEO	12	S(A)	200	269	912	3.2	S,O	7,250	nc	5,900	nc	—	80
Harvard Magazine (Cycle A)	6	S	115	29	189	1.75	O	2,600	nc	1,500	nc	—	80
Harvard Magazine (Cycle B)	6	S	185	29	319	1.75	O	4,000	nc	2,400	nc	—	80
Hustler	12	ABC	1,800	1,641	7,522	4.92	R	13,000	nc	9,000	nc	—	85
Kansas Farmer	21	ABC	—	64	—	2.57	X	3,282	nc	2,432	nc	Z,D	40
Leadership Network (7 titles)	—	ABC,S	515	496	—	3.0	E	12,342	nc	8,964	nc	—	70
Mankind	4	S	100	—	270	2.7	—	1,240	10	840	10	—	90
Michigan Farmer	21	ABC	73	73	206	2.8	X	3,358	nc	2,508	nc	Z,D	40
Missouri Ruralist	21	ABC	—	73	202	2.76	X	3,434	nc	2,584	nc	Z,D	36
Mother Jones	10	ABC	200	221	722	3.6	O	3,225	10	2,200	10	R,A	77
The Nation	47	PE	40	40	—	—	O	—	—	1,000	nb	—	—
National Review	26	ABC	94	90	277	3.0	—	2,723	10	1,815	10	—	75
Natural History	12	ABC	460	460	1,390	4.02	R	8,890	15	5,925	15	R,M	60
The New Republic	48	ABC	88	79	163	2.0	O	2,650	10	1,620	10	A	—
Nuestro	12	S	190	195	927	4.7	O	5,000	nc	3,000	nc	—	65
Ohio Farmer	21	ABC	100	101	250	2.46	X	2,434	nc	2,584	nc	Z,D	47
OMNI	12	ABC	800	843	4,483	6.82	R	15,000	nc	10,000	nc	R,S,M,A,D	74
Paraplegia News	12	S	21	19	50	2.5	O	1,407	nc	807	nc	—	64
Pennsylvania Farmer	21	ABC	76	76	231	3.02	X	3,358	nc	2,508	nc	Z,D	41
Pittsburgher Magazine	12	S	—	30	113	3.5	O	1,235	nc	830	nc	—	67
Psychology Today	12	ABC	1,175	1,171	4,143	3.62	S	22,990	nc	15,920	10	R,S,A	—
Retirement Life	12	S	—	381	772	2.0	—	—	—	2,000	nb	A	50
SIERRA	6	S	183	185	425	2.2	O	2,995	nc	2,195	nc	—	72
Soho News	52	PE	—	43	—	2.5	S	1,471	nb	985	nb	—	60
The Spotlight	52	PE(A)	—	333	1,337	4.0	—	—	—	2,573	nc	—	75
Sunset	12	ABC	1,225	1,405	5,164	3.6	S,T,R	17,583	15	12,633	15	R,T	38
Technology Review	8	ABC	—	55	—	—	—	1,790	10	1,230	10	—	—
Utah Holiday Magazine	12	S	17	15	43	2.5	O	940	10	675	nc	—	46
V.F.W. Magazine	12	ABC	—	1,686	—	—	O	9,540	nc	7,565	nc	—	48
The Village Voice	52	ABC	154	154	370	2.4	S	4,456	nc	3,156	nc	—	60
World Press Review[2]	12	ABC	120	124	420	3.0	E	2,305	nc	1,614	nc	A	65
Canadian Magazines													
Canadian Geographic	6	ABC	85	88	371	4.2	P	2,700	nc	2,025	nc	—	75
L'Actualité	12	ABC	—	239	931	3.96	P	5,440	10	4,125	10	A	—
Maclean's—Canada's Newsmagazine	52	ABC	—	638	2,861	4.1	P	12,725	10	9,380	10	R,S,M,A	60
United Church Observer	12	ABC	311	310	—	2.38	P	2,715	5	1,970	5	R,S,M,D	75

[1] Projected 1980 % editorial pages.
[2] World Press Review was formerly called Atlas World Press Review.

Religion	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
A.D.	10	S	—	255	1,612	6.03	T	2,750	nc	2,300	nc	D	71
Biblical Archaeology Review	6	S	60	60	—	—	—	1,095	nc	795	nc	—	—
Campus Life	12	ABC	275	209	711	3.2	O	3,340	nc	2,500	nc	—	53
Catechist	8	S	47	47	245	—	—	1,680	10	1,050	10	—	70
Catholic Digest	12	ABC	544	579	2,350	4.0	O	3,286	nb	2,631	nb	R	30
The Christian Century	43	S	30	33	—	—	—	—	—	475	10	—	75
Christian Herald	11	S	270	273	1,183	4.3	O	3,028	nc	2,668	nc	A	57
Christian Life	12	S	91	84	232	2.6	O	1,725	nc	1,450	nc	A	58
Christianity Today	21	S	180	165	378	2.1	O	2,545	nc	2,200	nc	—	54
The Church Herald	24	S	73	73	113	1.55	O	—	—	790	nc	—	80
The Episcopalian	12	S	285	281	600	2.0	O	3,250	nb	2,200	nb	S	59
Faith At Work	6	S	27	26	60	2.9	O	850	10	600	10	—	60
Interfaith Network (9 titles)[1]	—	ABC,S	3,059	3,059	7,785	2.5	O	13,035	nc	16,976	nc	—	65
Jacobs List (39 titles)	—	S	1,992	1,992d	—	—	—	—	—	17,363	nc	—	90
The Lutheran Standard	21	S	550	565	—	—	—	2,475	nc	2,200	nc	—	92
National Jewish Monthly	10	PE	185	200	500	2.5	O	2,880	nc	1,485	nc	—	52
Religious Home Unit (3 titles)	—	S	—	126	—	—	—	—	—	1,665	—	—	—
Today's Catholic Teacher	8	S	50	47d	149	5.0	—	2,280	10	1,650	10	—	50
Your Church	6	VAC	188	192d	699	3.7	—	4,365	nc	3,650	nc	A	46
Canadian Magazines													
United Church Observer	12	ABC	311	310	—	2.38	P	2,715	5	1,970	5	R,S,M,D	75
Romance/Fan													
Barbara Cartland's World of Romance (12/79)	12	PE(A)	150	200d	500	2.5	O	2,400	nc	2,000	nc	—	—
Cameo (7/80)	12	PE	125	400d	—	—	O	2,600	nc	1,600	nc	—	—
KMR Woman's Group (3 titles)[2]	—	ABC	*	*	—	—	—	—	—	3,000	nc	—	—
MacFadden Women's Group VII (7 titles)[3]	12	ABC	2,375	2,587	21,121	7.47	S,T,R	20,350	nc	15,650	5	R,T	61
16 Magazine	12	ABC	300	251	628	2.5	O	2,100	nc	1,350	nc	—	92
Teen Beat	12	ABC	200	194	1,185	5.0	O	1,100	nc	675	nc	A	81
True Story	12	ABC	1,375	1,369	6,102	3.93	S,T,R	11,580	nc	8,905	5	R,T	
Rural living													
American Agriculturist	12	ABC	—	88	88	—	—	4,082	nc	3,192	nc	R	45
Colorado Rancher & Farmer	12	ABC	—	24	68	2.8	O	1,288	nc	988	nc		37
Country Gentleman	4	ABC	165	167	1,014	5.52	E,R	4,181	10	2,991	10	R	54
Farm Journal[4]	14	ABC	1,180	1,276	3,318	2.6	X	30,975	nc	21,975	nc	R,S,Z,D	50
The Farmer	23	ABC	200	201	—	—	X	5,834	nb	4,484	nb	—	40
Grier's Almanac	1	VAC	3,000	2,728	—	—	—	—	—	7,800	nb	—	—
J. Gruber's Almanack	1	S	155	166	—	—	—	—	—	550	nb	—	—
Kansas Farmer	21	ABC	—	64	—	2.57	X	3,282	nc	2,432	nc	Z,D	40
Michigan Farmer	21	ABC	73	73	206	2.8	X	3,358	nc	2,508	nc	Z,D	40
Missouri Ruralist	21	ABC	—	73	202	2.76	X	3,434	nc	2,584	nc	Z,D	36
The New Farm	7	S	75	90	—	—	—	—	—	1,425	10	—	69
Ohio Farmer	21	ABC	100	101	250	2.46	X	2,434	nc	2,584	nc	Z,D	47
The Old Farmer's Almanac	1	PE	2,400	2,600	6,000	2.5	O	—	—	4,180	nb	—	75
Pennsylvania Farmer	21	ABC	76	76	231	3.02	X	3,358	nc	2,508	nc	Z,D	41
Progressive Farmer[5]	12	ABC	800	973	2,432	2.5	T,O	16,730	nc	11,865	nc	R,S,Z,A,D	48
Shenandoah Valley Magazine (9/79)	7	S	15	8	50	2.0	O	1,470	nc	1,050	nc	—	70
Successful Farming	13	ABC	780	696	2,626	3.3	O	17,970	nc	12,575	nc	R,S,Z,A,D	45
Texas Farmer-Stockman/Oklahoma Farmer-Stockman	12	ABC	225	243	822	3.6	O	8,498	nc	6,498	nc	R,S,Z,D	50
Wisconsin Agriculturist	23	ABC	85	89	—	—	O	3,410	nc	2,622	nc	S	41
Canadian Magazines													
Harrowsmith	8	ABC	150	145	555	3.7	P	3,900	10	2,925	10	—	60

[1] B&W rates are for 9 publications; 4-color rates are for 5 publications.
[2] The group is now comprised of 4 titles.
[3] Split-run only available in True Story.
[4] Consult publisher for local market splits.
[5] Soybean mid-month issue published monthly Jan.-June. Cotton mid-month issue published monthly Jan.-Aug.

		Circulation			Audience			Page rates (1x)					
								4/C		B/W			
Senior citizens	Freq.	Audit source	Rate base (000)	Paid (000)	Total aud. (000)	Readers /copy	Aud. data	Rate ($)	Bleed (%)	Rate ($)	Bleed (%)	Split-run editions	% edit pgs
Dynamic Years[1]	6	S	—	199	671	2.7	0	4,000	nc	3,200	nc	S,A	—
East End—Magazine of Eastern Long Island and the Hamptons	10	S	—	15	64	3.4	—	1,100	nc	720	nc	R	20
50 Plus	12	ABC	190	181	549	3.0	0	3,440	7.3	2,525	10	R	63
Modern Maturity[2]	6	S	—	6,736	16,962	2.5	S	43,500	nc	34,800	nc	S,A	-
NE Senior Citizen	12	S	—	10	200	4.0	0	1,580	nb	1,120	nb	R,S	60
NRTA Journal(National Retired Teachers Assn.)[3]	6	S(A)	—	456	1,044	2.2	0	4,700	nc	3,760	nc	S,A	—
The Retired Officer	12	S	280	268	—	—	—	2,715	nc	1,975	nc	—	68
Retirement Life	12	S	—	381	772	2.0	—	—	—	2,000	nb	A	50
Senior American News	12	S	—	5	120	4.0	0	1,580	nb	1,120	nb	R,S	60
Society													
Club Living	7	S	51	51d	112	2.2	—	2,200	15	1,700	15	R	55
Gold Coast of Florida	12	S	30	18	120	4.0	0	1,750	nc	1,320	nc	R,S	45
Gulfshore Life	9	PE	17	2	102	6.0	—	1,030	10	830	10	—	47
Washington Dossier	12	VAC	40	3	120	3.0	0	2,095	10	1,575	10	—	42
Sports													
ACC Basketball Handbook	1	S	100	100	540	4.5	0	2,878	10	1,767	10	S	75
American Cowboy (Hoof and Horn)	12	PE	—	23	—	—	—	1,240	6.3	790	10	—	50
The American Handgunner	6	ABC	83	92	—	—	—	1,116	10	1,066	10	—	66
Athletic Journal	10	ABC	31	31	125	4.0	—	1,575	nc	875	nc	R	53
Auto Racing Digest	6	S	—	80	240	3.0	0	1,030	—	630	—	—	80
BACKPACKER Including WILDERNESS CAMPING	6	PE(A)	150	122	—	—	—	4,695	15	3,295	15	—	—
Baseball Digest	12	ABC	235	232	—	—	—	2,000	15	1,300	15	—	75
Basketball Digest	8	S	125	130	520	4.0	0	1,240	15	825	15	—	75
Bicycling	9	S	115	121	—	—	—	2,525	nc	1,950	10	A	53
The Big Eight	1	PE	85	85	568	6.69	—	2,195	nc	1,755	nc	—	88
Boat Owners Buyers Guide	1	PE	—	100d	—	—	—	5,110	nc	3,430	nc	—	—
Boating[4]	12	ABC	—	171	—	—	—	7,335	nc	5,090	nc	—	42
Boston Bruins Official Program Magazine	52	PE	275	275d	1,045	3.8	0	3,850	10	2,505	10	—	50
Bow & Arrow	6	S	100	104	478	4.6	0	1,250	nc	815	nc	—	50
Bowhunter	6	PE	—	80	414	4.0	0	1,515	nc	995	nc	—	40
Boys' Life	12	ABC	1,400	1,537	6,379	4.1	E	11,900	10	8,500	10	RSMZAT	71
Canoe	6	S	45	45	135	3.0	0	1,790	nc	1,230	nc	—	70
Chicago Sport Scene (6/80)	12	S	50	34	—	—	—	1,900	nc	1,375	nc	—	—
The College Game[5]	—	S	6,739	5,416	27,533	4.3	—	108,000	nc	142,094	nc	R	—
Far West Ski News—Snowwest	14	PE	40	40	—	—	—	2,100	nb	1,650	nb	—	50
Field & Stream	12	ABC	2,000	2,019	8,885	4.3	S	27,450	10	18,250	10	S,A	46
Fisherman Group (3 titles)	50	S	65	68	205	3.5	—	1,490	nc	1,148	nc	R	50
Fly Fisherman	6	PE(A)	135	130	—	—	—	3,535	10	2,590	10	—	—
Football Digest	10	ABC	225	229	750	3.0	0	2,145	15	1,430	15	—	75
Fore	4	S	80	76	184	2.3	—	2,325	nc	1,575	nc	—	66
FUR-FISH-GAME (Harding's Magazine)	12	S	200	200	1,000	5.0	—	*	—	1,400	10	—	58
Gambling Times	12	S(A,V)	70	71	164	2.3	—	2,000	10	1,500	10	—	60
Georgia Sportsman	12	S	37	37	122	3.2	0	821	10	528	10	—	60
Golf Digest	12	ABC	1,000	1,005	2,390	2.39	S	21,420	15	14,280	15	R	50
Golf Illustrated	3	S	80	80	—	—	—	1,695	nc	1,125	nc	—	—
Golf Magazine	12	ABC	725	737	2,392	3.15	S,T,X	15,505	15	10,335	15	S	54
Golf World	45	PE	85	85d	578	6.8	0	2,769	10	1,677	10	—	56
Hockey Digest	8	S	120	128	384	3.0	0	1,240	—	825	15	—	75
Hoof Beats	12	S	—	30	—	—	—	2,450	nc	1,470	nc	—	40
Horse, Of Course	12	S	—	128	523	4.12	0	1,984	nc	1,210	nc		—

[1] Dynamic Years began accepting advertising with the May/June 1980 issue.
[2] Began to accept advertising 4/80. Rates include 25% introductory discount.
[3] NRTA Journal began accepting advertising with the May/June 1980 issue.
[4] Boating's circulation will be merged with Motorboat's, effective with the 10/80 issue.
[5] Published weekly during the football season; 4-C rate for pre-printed inserts only.

Sports CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Inside Sports (4/80)	12	PE(A)	500	500	—	—	R	11,625	nc	7,750	nc	—	—
Motor Boating & Sailing	12	ABC	—	131	1,364	10.9	S,R	4,960	nc	3,245	nc	—	—
New York Islanders Official Program Magazine	52	PE	285	285d	1,083	3.8	O	3,915	10	2,545	10	—	50
New York Yankees Scorebook & Official Magazine	4	PE	500	500d	2,000	4.0	—	10,300	10	6,700	10	—	40
Old Cars Weekly[1]	52	S	—	86	445	5.0	O	—	—	598	—	—	30
Outdoor Life	12	ABC	1,700	1,714	5,818	3.28	S	21,400	10	14,750	10		50
Outside Magazine	6	ABC	200	203	800	4.2	O	6,600	15	4,400	nb	—	60
Philadelphia Bulletin's Television Sports (9/80)[2]	52	ABC	—	529	1,145	2.2	O	4,750	nc	3,800	nc	—	—
Powder	8	S(A)	110	100	—	—	O	3,050	5	2,085	5	—	60
Pro Football Weekly[3]	30	S	100	100	220	2.2	O	1,750	—	1,150	—	—	75
Pro Quarterback	3	S	150	150d	—	—	—	950	nc	750	nc	—	90
Race & Rally	3	PE	65	76	420	4.0	O	3,300	10	2,400	10	—	66
Racquetball	12	S	33	28	—	—	—	1,200	nc	875	nc	—	50
Rand McNally Campground & Trailer Park Guide	1	S	250	248	—	—	—	3,900	nc	3,300	nc	—	50
Rollerskating	6	PE	—	85d	—	—	O	1,800	nc	1,300	nc	—	50
The Runner	12	S(A)	205	132	—	—	O	6,870	15	4,585	15	A	72
Runner's World	13	ABC	425	409	1,105	2.6	O	8,713	nb	5,950	nb	R	55
Sail	12	ABC	—	177	530	2.8	O	6,080	nc	4,260	nc	R	40
Sailing	12	PE	25	30	43	1.33	O	1,310	nc	810	nc	—	60
Scholastic Coach	10	ABC	40	34	347	8.5	O	2,035	nc	1,120	nc	—	45
SIERRA	6	S	183	185	425	2.2	O	2,995	nc	2,195	nc	—	72
Ski	7	ABC	410	420	2,810	6.48	S,R,X	12,070	5	8,790	5	R,A	47
Skiers Almanac	1	S	100	103	360	3.5	O	3,515	10	2,990	10	—	69
Skier's World (10/80)[4]	3	PE	100	100	—	—	—	2,640	nc	1,675	nc	—	—
Skiing	7	ABC	430	420	2,600	6.0	O	13,495	5	9,940	5	R	41
Skin Diver	12	ABC	180	185	1,061	6.80	R,O	5,185	nc	3,240	nc	R,S,A	—
Skisport	6	S	—	60d	180	3.0	—	1,204	nb	753	nb	—	60
Skisport Guide to North America	1	S	—	40d	200	5.0	—	*	nc	385	nc	—	60
Snow Goer[5]	5	VAC	1,000	1,460	4,400	2.98	E	18,960	nc	13,405	10	—	60
Snowmobile West (8/80)[6]	6	PE	115	10	402	3.5	O	4,535	10	3,335	10	—	—
Soccer Corner	12	—	55	—	—	4.0	—	2,200	—	1,400	—	—	—
Soccer Digest	6	S	60	65	200	3.0	—	1,030	15	630	15	—	80
Sport	12	ABC	1,200	1,204	6,221	4.97	S,R	17,617	nc	12,072	nc	RSMZADXT	54
Sporting News	52	ABC	425	416	3,593	8.5	T,E,R	7,535	10	5,968	10	—	70
Sports Illustrated	52	ABC	2,250	2,343	13,075	5.73	S	45,050	15	28,880	15	R,S,M,Z	45
Spray-The Water Skiing Magazine	8	S	60	60	250	4.65	O	2,035	nc	1,370	nc	—	45
Stock Car Racing	12	ABC	110	97	489	5.0	O	2,118	nc	1,068	nc	—	—
Super Stock & Drag Illustrated	12	ABC	78	62	316	5.0	O	1,380	nc	700	nc	—	—
Surfing	12	S	85	86	1,200	14.0	O	3,000	10	2,400	10	—	58
SWIMMING WORLD & Junior Swimmer	12	S	43	41	170	3.8	—	1,292	3.8	842	5.9	—	—
Tennis	12	ABC	460	469	1,817	3.95	T	10,065	15	6,710	15	R	50
Tennis U.S.A.	26	PE	150	135	—	—	E	3,795	nb	2,035	nb	—	70
Texas Football	4	PE	125	132	564	4.0	—	2,450	—	1,850	—	—	—
Texas Sports (12/79)	12	PE(A)	45	35	200	4.4	O	1,800	nc	1,300	nc	M	—
Times Mirror Network (4 titles)	12	ABC	4,635	4,786	16,174	2.9	S,T	57,615	*	40,070	*	R,A	52
Track & Field News	12	S	35	33	160	4.98	O	1,365	nc	770	nc	—	67
The Western Horseman	12	ABC	160	173	574	3.25	O	3,085	nc	1,680	nc	—	52
World Tennis[7]	12	ABC	475	431	1,619	3.65	E	10,495	15	6,995	15	R,A	60
Yachting	12	ABC	150	148	—	—	—	6,290	nc	4,120	nc	—	35
Young Athlete[8]	9	S	112	112	1,139	—	O	3,000	nc	2,400	nc	—	80
Canadian Magazines													
Perspectives	52	ABC	568	600	2,280	3.75	P	10,285	2.4	6,645	3.8	S,A	55

[1] Second color available at $150 surcharge per page.
[2] Total audience figure is for the Philadelphia ADI.
[3] Pro Football Weekly is published weekly February-August; published monthly March-July.
[4] Will publish 4X year in 1981.
[5] Rates and circulation are for the September and November issues. Rates in October, December and January ($6,155 B/W page; $8,905 4/C page) are based on 200,000 distribution.
[6] For September and November editions, rate base is 140,000.
[7] Rate base effective 1/80.
[8] Effective 1981 Young Athlete will be published monthly.

		Circulation			Audience			Page rates (1x)					
								4/C		B/W			
Travel	Freq.	Audit source	Rate base (000)	Paid (000)	Total aud. (000)	Readers /copy	Aud. data	Rate ($)	Bleed (%)	Rate ($)	Bleed (%)	Split-run editions	% edit pgs
AAA TourBooks (24 Titles)	1	BPA	—	22,524d	85,593	3.8	X	*	nb	*	nb	R	82
AAA Wisconsin Traveler	6	S	232	232	375	1.6	O	2,505	nc	1,925	nc	—	50
Adirondack Life	6	S	55	57	167	2.7	X	1,750	15	1,200	15	A	—
Adventure Travel[1]	12	S(A)	100	90	274	2.7	O	2,800	nc	2,000	nc	—	77
Alaska Magazine	12	ABC	—	179	548	2.9	O	2,880	nc	1,173	nc	R	53
Azure Seas (Eastern Steamship Lines) (1981)	1	PE	—	—	224	5.63	O	4,390	nc	3,595	15	—	—
Best Western Road Atlas & Travel Guide	1	S	—	4,600d	—	—	—	25,000	nc	—	—	R	—
Bienvenidos A Miami	26	PE	10	10d	35	3.5	—	617	15	475	15	—	50
Black Enterprise	12	ABC	230	187	1,000	4.5	E	8,930	10	6,985	10	—	—
Braniff's Flying Colors	12	S	210	210d	1,400	6.6	—	6,100	20	4,700	20	A	50
Crossroads[2]	6	PE(A)	1,200	1,200	—	—	E	10,212	nc	8,196	nb	R,Z,A	60
Cruise Travel (7/80)	6	PE	50	65	—	—	—	2,725	15	1,950	15	—	—
Delta Sky	12	S	—	290d	3,800	—	—	8,400	20	6,700	20	A	60
Discovery	4	ABC	900	1,013	3,400	3.3	O	6,262	nc	4,918	nc	—	60
Down East	12	S	71	71	250	3.5	O	1,280	10	890	10	S	49
Embark (Princess Cruises) (Spring/1980)	1	PE	—	—	224	5.63	O	4,390	nc	3,595	15	—	—
Emerald Seas (Eastern Steamship Lines) (1981)	1	PE	—	—	224	5.63	O	4,390	nc	3,595	15	—	—
Exclusively Yours	15	S	40	40d	40	1.0	—	1,510	nc	1,180	nc	—	28
Far West Ski News—Snowwest	14	PE	40	40	—	—	—	2,100	nb	1,650	nb	—	50
50 Plus	12	ABC	190	181	549	3.0	O	3,440	7.3	2,525	10	R	63
Fore	4	S	80	76	184	2.3	—	2,325	nc	1,575	nc	—	66
Frequent Flyer (9/80)	12	S	225	225d	500	2.5	O	6,933	nb	5,200	nb	—	—
Gambling Times	12	S(A,V)	70	71	164	2.3	—	2,000	10	1,500	10	—	60
GEO	12	S(A)	200	269	912	3.2	S,O	7,250	nc	5,900	nc	—	80
GO, The Authentic Guide to New Orleans	12	S	30	30d	60	2.0	—	800	nc	625	nc	—	46
Going Places (Spring/80)[3]	4	PE	125	125	—	—	—	2,600	nc	1,925	nc	R,S,Z,A	70
Golden Odyssey (Royal Cruise Lines) (1981)	1	PE	—	—	100	5.63	O	3,245	nc	2,495	15	—	—
Gourmet	12	ABC	650	671	3,869	5.67	R	12,500	15	7,000	15	—	60
Gray Line TOUR Magazine (6/80)	12	S	20	21d	56	2.82	X	1,380	15	1,200	15	R,X	—
The Happy Wanderer	4	S	—	35d	140	4.0	—	—	—	1,304	nb	—	33
Home & Away (1/80)	6	S(A)	—	1,260	2,186	1.7	O	11,685	nc	8,990	nc	S	—
In-Cruise Network (6 titles) (1980)	1	PE	—	—	1,064	5.63	O	17,285	nc	13,775	15	—	—
Key Magazines Inc.(25 titles)		S	1,000	1,069d	2,674	2.5	—	*	10	*	10	R,S	40
Management Leisure Time Network	12	BPA	1,005	—	3,562	3.4	S,E,X	11,960	10	9,350	10	—	—
Michigan Living[4]	12	ABC	—	810	1,250	—	O	5,060	nc	4,585	nc	M,Z	60
Motorland[5]	6	S(A)	1,250	1,250	5,000	4.0	O	8,355	7	6,714	7	A	60
National Motorist	6	PE	315	265	500	2.0	O	2,250	nc	1,650	nc	Z	44
New Mexico Magazine	12	ABC	70	70	259	3.6	O	2,400	nc	1,600	nc	R	60
New York Motorist[6]	11	S	498	495	—	—	—	—	—	2,750	nc	M	60
Ohio Motorist	10	PE	—	261	400	2.0	O	3,640	nb	3,240	nb	—	—
Pan Am Clipper	12	PE	255	255d	929	3.6	O	9,205	nc	6,820	nc	—	—
Prime Time	12	PE	150	150	—	—	E	3,375	nc	2,250	nc	—	67
Railfan & Railroad	6	S	—	52	—	—	—	730	10	480	10	—	—
Railroad Model Craftsman	12	ABC	—	95	—	—	—	820	10	590	10	—	48
Realités	6	S(A)	100	85	180	2.0	O	4,350	10	3,000	10	—	75
Republic Scene	12	PE	100	100d	554	5.5	O	3,705	nc	2,745	nc	—	—
Seascene (Pacquet Cruises) (1981)	1	PE	—	—	67	5.63	O	2,245	nc	1,495	15	—	—
See Magazines (16 titles)	12	S	2,885	2,885d	10,000	3.4	O	*	10	*	10	—	54
Signature	12	ABC	625	629	1,650	2.75	S	7,345	nc	6,080	nc	R,S,M,A	55
Skiers Almanac	1	S	100	103	350	3.5	O	3,515	10	2,990	10	—	69
Skisport Guide to North America	1	S	—	40d	200	5.0	—	*	nc	385	nc	—	60
Snowmobile West (8/80)[7]	6	PE	115	10	402	3.5	O	4,535	10	3,335	10	—	—
Southern California Guide	12	S	20	20	64	3.2	O	685	15	520	—	—	48
Southern Living	12	ABC	1,750	1,812	7,398	4.05	R	22,280	5	15,750	5	R,S,M	46
Southern Outdoors	8	ABC	—	156	—	—	—	3,045	nc	2,200	nc	—	—
The State Magazine	12	S	22	21	100	4.5	O	1,140	nc	915	nc	—	70

[1] Adventure Travel was acquired by Ziff-Davis Publishing Co. in September 1980. Data listed here was submitted prior to sale.
[2] Formerly Montgomery Ward's Auto Club News.
[3] In 1981, Going Places will be published 6X.
[4] Michigan Living has a controlled circulation. Copies are distributed to members of the Automobile Club of Michigan.
[5] Motorland has a controlled circulation. Copies are distributed to members of the California State Automobile Assn.
[6] Rate given is for 1/2 page size. Full page cannot be bought.
[7] For September and November editions, rate base is 140,000.

Travel CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Sunset	12	ABC	1,225	1,405	5,164	3.6	S,T,R	17,583	15	12,633	15	R,T	38
Sunway (Home Lines) (1981)	1	PE	—	—	224	5.63	O	4,390	nc	3,595	15	—	—
Surfing	12	S	85	86	1,200	14.0	O	3,000	10	2,400	10	—	58
The Texas Fisherman[1]	12	ABC	85	82	318	3.9	O	1,260	nb	885	nb	—	60
Texas Sports (12/79)	12	PE(A)	45	35	200	4.4	O	1,800	nc	1,300	nc	M	—
Town & Country	12	ABC	—	213	1,621	7.32	S,T,R,M	7,260	15	5,610	15	—	48
Travel & Leisure[2]	12	ABC	925	944	3,249	3.65	T,E,R,M	16,330	nc	12,370	nc	R,M	45
Travel/Holiday	12	S	750	769	3,135	4.05	T	8,430	nc	5,875	nc	R	55
Travelhost	52	S(B)	185	188d	1,298	6.9	O	—	—	2,100	nc	R	70
US Air	12	BPA	135	132d	878	6.5	O	4,280	nc	3,170	nc	—	—
Vogue	12	ABC	950	1,053	5,755	6.57	S	15,150	15	10,440	15	R,S,M,A	40
The Washington Motorist	12	S	159	159	223	2.0	—	1,620	nc	1,395	nc	—	49
The Westchester Traveler (9/80)	6	PE(B)	65	25	—	—	—	2,500	5	1,980	5	—	—
Ziff-Davis Inflight Group (3 titles)	12	BPA,PE	490	490d	2,361	4.8	O	14,612	nc	10,825	nc	—	—
Canadian Magazines													
Canadian Geographic	6	ABC	85	88	371	4.2	P	2,700	nc	2,025	nc	—	75
Canadian Motorist Magazine	8	ABC	270	274	767	2.8	O	2,820	10	1,980	10	R	60
Financial Post Magazine[3]	12	ABC	207	195	354	1.9	P	6,975	5	5,128	5	S	50
Women's interests													
Baby Talk	12	S	850	846	2,738	3.2	R	12,374	nc	9,171	nc	R,S,M	50
Barbara Cartland's World of Romance (12/79)	12	PE(A)	150	200d	500	2.5	O	2,400	nc	2,000	nc	—	—
Beauty Digest	6	ABC	175	152	700	4.0	O	2,650	nc	2,100	nc	—	88
Better Homes and Gardens Brides' Book	2	PE	—	500d	—	—	—	11,500	15	8,050	15	—	—
Bienvenidos A Miami	26	PE	10	10d	35	3.5	—	617	15	475	15	—	50
Bride's Magazine	6	ABC	—	347	3,062	8.5	S,T,R	11,200	15	9,000	15	R,A	40
Cameo (7/80)	12	PE	125	400d	—	—	O	2,600	nc	1,600	nc	—	—
Charlotte Magazine	6	S(A)	10	5	—	5.0	O	750	15	550	15	—	50
Christian Herald	11	S	270	273	1,183	4.3	O	3,028	nc	2,668	nc	A	57
Conde Nast Package (6 titles)[4]	—	ABC	—	6,029	33,195	5.34	S	87,275	15	61,315	15	—	45
Cookbook Digest	6	PE	150	150d	—	—	—	2,438	nc	1,210	nc	—	—
Cosmopolitan	12	ABC	2,250	2,812	11,142	3.95	S,R	23,660	15	17,580	10	R,S	41
Cosmopolitan Living	4	PE	—	400d	—	3.9	O	7,200	nc	5,400	nc	—	65
Cosmopolitan's Beauty Guide	2	PE	—	400d	2,360	5.9	O	4,950	nc	4,340	nc	—	60
Cosmopolitan's Super Diet & Exercise Guide	2	PE	—	400d	2,360	5.9	O	4,950	nc	4,340	nc	—	60
Ebony	12	ABC	1,250	1,270	7,203	5.65	S,T,R,X	19,895	10	12,872	10	R,S,M	45
Essence	12	ABC	600	600	3,400	5.3	R	10,290	nc	6,855	nc	R	50
Family	10	BPA	300	400d	608	1.52	O	5,650	nc	4,900	nc	X	60
Family Circle	17	ABC	8,100	7,366	31,931	4.4	R	57,270	nc	47,500	nc	R,T	44
Family Circle Great Ideas—Christmas Helps	1	S	925	960	—	—	—	9,850	nc	7,680	nc	—	—
Family Circle Great Ideas—Decorating Made Easy	1	S	475	505	—	—	O	5,940	nc	4,630	nc	—	80
Family Circle Great Ideas—Entertaining At Home (6/80)[5]	1	S	450	—	—	—	—	7,300	nc	5,740	nc	—	94
Family Circle Great Ideas—Fashions & Crafts	1	S	450	386	—	—	—	5,500	nc	4,290	nc	—	—
Family Circle Great Ideas—How to be Pretty and Trim	1	S	475	532	—	—	—	7,700	nc	6,000	nc	—	—
Family Circle Great Ideas—Quick & Thrifty Meals[6]	1	S	450	487	—	—	O	7,300	nc	5,740	nc	—	92
Glamour	12	ABC	1,700	1,846	7,636	4.05	S,R	18,600	15	13,200	15	R,S,M	42
Good Housekeeping	12	ABC	5,000	5,138	19,898	3.94	S	47,950	nc	38,210	nc	R,T	47
Good Housekeeping Best Hairdos & Beauty	2	PE	—	400d	—	—	—	4,950	nc	4,340	nc	—	60
Good Living	4	S	100	100	450	4.5	—	2,958	10	2,275	10	—	84
HARVEY For Loving People (12/79)	12	PE	300	300	1,050	3.5	O	3,750	nc	2,550	nc	—	—
House Beautiful	12	ABC	800	929	11,225	11.85	S,R,O	17,110	15	11,685	15	R	48
Ladies' Home Journal	12	ABC	5,500	5,403	23,544	4.25	S,R	44,600	nc	35,970	nc	RSMZDT	44
Lady's Circle	12	ABC	200	157	—	—	—	1,700	nc	1,375	nc	—	—
Ladycom	8	BPA	400	450d	931	2.07	O	9,900	nc	8,150	nc	R,X	55

[1] Texas Hunter, a supplement to The Texas Fisherman, is published monthly Aug.-Oct.
[2] Rate base not guaranteed; it is average circulation upon which rates are based.
[3] Issued 10 times in 1979. Financial Post Magazine is also distributed to medical doctors through the circulation list of the Medical Post. This additional controlled circulation is verified by CCAB and is reflected in the rate base above.
[4] See individual magazine listing for frequencies.
[5] Paid circulation not yet available.
[6] Last issue (1980) called Easy Budget Meals. 1982 Edition will be called Easy Make-Ahead Meals. Above circulation reflects 1980 figures; rates are for 1982.

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*Source: 1980 MRI Fall Study

Women's interests CONTINUED	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
Mademoiselle	12	ABC	900	922	4,500	4.8	S,R	11,850	15	8,100	15	R,A	50
McCall's	12	ABC	6,200	6,256	18,372	2.82	S	52,200	nc	42,450	nc	R,M,A,D,T	44
McCall's Working Mother	6	ABC	275	217	833	3.03	O	4,400	nc	3,300	nc	—	52
Medical/Mrs. Magazine	6	S	100	5	—	—	—	3,590	nc	2,690	nc	R	80
Metropolitan Sunday[1]	52	ABC	21,732	21,732	45,455	2.18	S	185,410	nb	152,235	nb	—	55
Modern Bride	6	ABC	—	333	—	—	—	11,310	15	9,050	15	R	36
Mother Jones	10	ABC	200	221	722	3.6	O	3,225	10	2,200	10	R,A	77
Ms.	12	ABC	500	491	1,836	3.5	S,R	8,720	nc	6,500	nc	R,S,A	55
New Woman	6	ABC	1,200	1,253	5,280	4.4	E,R,O	11,300	nc	8,475	nc	A	62
Newsweek Woman (2/80)	13	PE(A)	500	500	2,105	4.21	O	8,885	12	5,695	12	A	—
Parents	12	ABC	1,550	1,489	5,585	3.72	S	22,425	nc	17,515	nc	R,T	55
PEOPLE Weekly[2]	51	ABC	2,300	2,308	18,138	8.19	S	29,500	15	23,000	15	R,M,A	44
PREVENTION	12	S(A)	2,250	2,413	5,036	2.35	S	17,335	nc	13,590	10	R,A	55
Psychology Today-Women's Edition (11/80)	12	PE(A)	455	455	1,511	3.32	O	7,690	nc	5,125	nc	D	—
REDBOOK	12	ABC	4,300	4,234	11,392	2.60	S,X	38,570	nc	29,070	nc	RSZADT	43
The Saturday Evening Post	9	ABC	625	559	3,351	5.49	S	9,828	10	6,552	10	R	55
Self Magazine	12	ABC	750	809	2,975	3.5	O	10,650	15	7,100	15	S,Z,A	58
Seventeen	12	ABC	1,500	1,455	8,626	5.9	O	15,200	15	10,525	15	A,T	43
Soap Opera Digest	26	ABC	650	741	2,160	3.52	S	4,200	nc	3,600	nc	A	92
St. Petersburg Times/Evening Independent	52	ABC	263	263	526	2.0	—	2,483	nb	2,136	nb	A	68
Sterling Women's Group	12	ABC	1,300	963	—	—	S	—	nc	3,800	nc	—	—
'W'	26	ABC	175	181	634	3.4	S	8,530	5	6,530	5	—	45
Weight Watcher's Magazine	12	ABC	800	826	4,754	6.19	R	10,615	10	7,590	10	RSMADT	65
Woman's Day[3]	15	ABC	8,000	757	1,986	2.47	S	59,760	nc	49,910	nc	RMADXT	43
Working Woman	12	ABC	400	393	2,489	5.86	R	7,400	nc	5,200	nc	—	60
Canadian Magazines													
Canadian Living	12	ABC	300	266	1,000	3.5	P	4,920	nc	4,100	nc	R	50
Newfoundland Herald	52	ABC	50	—	246	4.5	P	1,390	10	630	10	—	60
Reader's Digest	12	ABC	1,300	1,300	4,862	3.74	P	14,125	nc	10,945	nc	R,S,M	60
Selection du Reader's Digest	12	ABC	—	330	1,745	5.29	P	4,510	nc	3,690	nc	M	60
TODAY Magazine (3/80)[4]	52	ABC	2,778	2,747	5,893	2.17	P	32,400	2.4	25,215	3.1	—	—
Working women													
Enterprising Women	10	PE	50	50	—	—	—	1,800	nc	1,200	nc	—	60
Glamour	12	ABC	1,700	1,846	7,636	4.05	S,R	18,600	15	13,200	15	R,S,M	42
Harper's Bazaar	12	ABC	—	634	3,219	5.51	S,R	12,190	15	8,430	15		57
Labor Press (78 titles)	—	S	—	3,125	—	—	—	—	—	*	nb	—	70
Learning	9	ABC	210	210	—	—	—	4,345	nc	3,395	nc	—	60
McCall's	12	ABC	6,200	6,256	18,372	2.82	S	52,200	nc	42,450	nc	R,M,A,D,T	44
McCall's Working Mother	6	ABC	275	217	833	3.03	O	4,400	nc	3,300	nc	—	52
New Woman	6	ABC	1,200	1,253	5,280	4.4	E,R,O	11,300	nc	8,475	nc	A	62
Newsweek Woman (2/80)	13	PE(A)	500	500	2,105	4.21	O	8,885	12	5,695	12	A	—
Psychology Today-Women's Edition (11/80)	12	PE(A)	455	455	1,511	3.32	O	7,690	nc	5,125	nc	D	—
Salesman's Opportunity	12	—	190	—	585	2.5	—	3,345	nc	2,620	nc	—	26
Savvy (11/79)	12	PE(A)	200	200	600	3.0	O	3,960	—	2,640	nb	A	—
Working Woman	12	ABC	400	393	2,489	5.86	R	7,400	nc	5,200	nc	—	60
Canadian Magazines													
Flare[4]	10	ABC	160	180	1,433	7.83	P	5,050	nc	3,770	nc	R	45

[1] Consists of 49 locally-edited newspaper supplements.
[2] Regional and Metro split-run editions available 1/81.
[3] Above rate base effective 9/23-12/23/80. Seasonal rate bases are as follows: 1/81 issue—7,000,000; 2/81-5/81—7,700,000; 6/81-9/1/81—7,200,000.
[4] Rate base not guaranteed.

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Good Housekeeping	95 years old
Glamour	41 years old
Ladies' Home Journal	97 years old
Redbook	77 years old
Seventeen	36 years old
NEW WOMAN	7 years old
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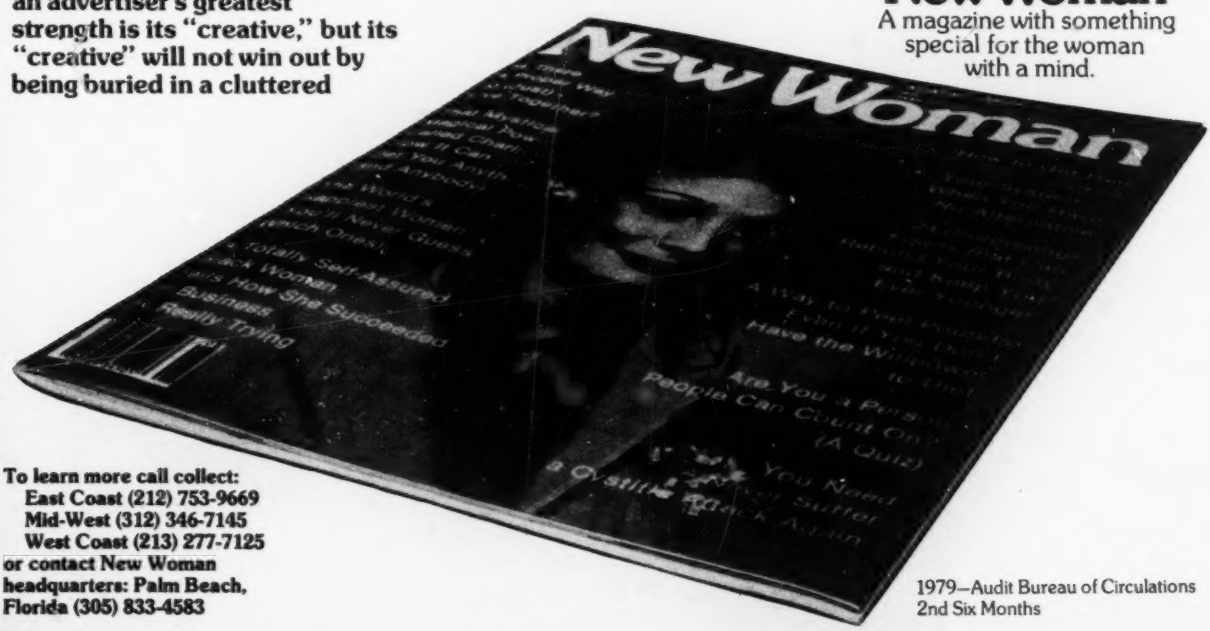

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1979—Audit Bureau of Circulations
2nd Six Months

Youth	Freq.	Circulation: Audit source	Circulation: Rate base (000)	Circulation: Paid (000)	Audience: Total aud. (000)	Audience: Readers /copy	Audience: Aud. data	Page rates (1x): 4/C Rate ($)	4/C Bleed (%)	B/W Rate ($)	B/W Bleed (%)	Split-run editions	% edit pgs
The Black Collegian	5	S	264	101	600	3.0	O	3,400	10	2,500	10	—	50
Boys' Life	12	ABC	1,400	1,537	6,379	4.1	E	11,900	10	8,500	10	RSMZAT	71
Campus Life	12	ABC	275	209	711	3.2	O	3,340	nc	2,500	nc	—	53
Co-Ed	10	ABC	800	801	2,716	3.4	S	8,294	10	5,489	10	R,S,A	57
CREEM	12	ABC	—	114	900	6.5	O	2,850	10	1,950	10	X	73
D C Comics—The Superman Supergroup	12	ABC	—	5,569	28,638	4.6	O	14,250	nb	14,250	nb	—	—
For Seniors Only	2	S	525	10	1,575	3.0	O	—	—	1,815	nc	R	45
Forecast for Home Economics	9	S	75	52	—	—	—	3,740	nc	2,600	nc	—	51
Harvey Comics Group (40 titles)	6	S	6,000	6,000	30,000	5.0	—	6,600	nb	6,600	nb	—	75
Jack and Jill[1]	9	S	—	477	1,099	2.3	—	4,400	nc	3,300	nc	R,S	90
Junior Scholastic	18	ABC	900	916d	1,833	2.0	O	9,220	10	6,420	10	—	65
Marvel Comics Group (30 titles)	12	ABC	6,000	11,012	27,606	2.5	T	13,600	nb	13,600	nb	—	—
Media & Methods[2]	24	ABC	—	26	58	3.5	—	2,685	6.8	1,990	9.2	—	50
National 4-H News	10	S	80	85d	425	5.0	O	1,990	nc	1,540	nc	Z	55
New York News for Kids (10/79)	8	S(V)	230	230	708	3.08	O	3,000	nc	2,750	nc	—	50
Scholastic Senior High School Market (5 titles)	18	ABC	2,750	2,778d	12,140	3.4	O	21,540	10	15,000	10	—	65
Seventeen	12	ABC	1,500	1,455	8,626	5.9	O	15,200	15	10,525	15	A,T	43
SWIMMING WORLD & Junior Swimmer	12	S	43	41	170	3.8	—	1,292	3.8	842	5.9	—	—
'Teen Magazine[3]	12	ABC	1,000	1,054	3,432	3.24	T	11,395	10	7,350	10	R,S,A	60
Teen Beat	12	ABC	200	194	1,185	5.0	O	1,100	nc	675	nc	A	81
Texas Football	4	PE	125	132	564	4.0	—	2,450	—	1,850	—	—	—
Young Athlete[4]	9	S	112	112	1,139	—	O	3,000	nc	2,400	nc	—	80
16 Magazine	12	ABC	300	251	628	2.5	O	2,100	nc	1,350	nc	—	92
Canadian Magazines													
Teen Generation[5]	8	—	—	163	433	2.63	S,T	4,135	nc	3,380	nc	R	52

[1] Above frequency begins in Jan./81.
[2] Media & Methods has both paid and controlled circulation. Controlled circulation is 21,477.
[3] Total audience figure adjusted to 12/79 circulation.
[4] Effective 1981 Young Athlete will be published monthly.
[5] Rates are for national edition.

RATE CHANGES AFTER NOVEMBER 1980

Magazine	Percent change	Date of change
AAA TourBooks	—	12/80
AAA Wisconsin Traveler	—	1/81
ACC Basketball Handbook	10-15	12/80
Adirondack Life	—	1/81
AFL-CIO Milwaukee Labor Press	10	1/81
After Dark	—	*
Air Force Times	5	1/81
Air Group One	—	1/81
Akron Beacon Journal's Beacon Magazine	9	1/81
American Agriculturist	7	1/81
American Baby	9.5	1/81
American Banker	—	1/81
American Film	12	3/81
American Horticulturist	—	1981
American Hunter	10	1/81
American Legion Magazine	10	1/81
American Motorcyclist	10	1/81
American Rifleman	10	1/81
American Way	9	1/81
Ampersand	6	1/81
Apartment Life	—	1/81
Arkansas Times	20	2/81
Army Times	5	1/81
Army Times Military Group	5	1/81
Art & Antiques	10	1/81
Arts & Leisure Los Angeles Network	10	1/81
Arts & Leisure San Francisco Network	10	1/81
Asia Mail	—	1/81
Astronomy	5-10	2/81
Athletic Journal	10	1/81
Atlanta Business Chronicle	10	1/81
Atlanta Weekly	—	*
Atlantic Insight	14	1/81
Atlantic Monthly	5-8	1/81
Attenzione	25	6/81
Audio	—	1/81
Audubon	7	3/81
Avenue M	—	*
Aviation	—	*
Baby Talk	14	1/81
Back Home in Kentucky	9	1/81
BAM, the California Music Magazine	—	1/81
Barron's National Business & Financial Weekly	—	1/81
Bicycling	34	1/81
Black Collegian	20	6/81
Blair & Ketchum's Country Journal	—	1/81
Boat Owners Buyers Guide	—	*
Bon Appetit	11	1/81
Boston Bruins Official Program Magazine	5	5/81
Boston Magazine	—	Spring/81

RATE CHANGES AFTER NOVEMBER 1980 CONTINUED

Magazine	Percent change	Date of change
Bowhunter	—	*
Braniff's Flying Colors	9	1/81
Bride's Magazine	10	2/81
Brown's Guide to Georgia	—	2/81
Buffalo Spree	5	3/81
California Business	15	1/81
California Farmer	—	1/81
California Today	—	1/81
Cameo	—	*
Camera 35	—	1/81
Campus Life	13	1/81
Canadian Geographic	10	7/81
Canadian Motorist Magazine	20	1/81
Capper's Weekly	10	11/81
Car Collector & Car Classics	8	3/81
Catholic Digest	—	8/81
Cattlemen	8	1/81
CBS Automotive Group (Deals on Wheels)	—	1/81
Chic	8	1/81
Chicago Tribune Magazine	10	1/81
Christian Century	10	1/81
Christian Life	7-8	5/81
Christian Science Monitor	—	1/81
Chronicle of Higher Education	—	*
Church Herald	14	1/81
Cincinnati Magazine	5-8	1/81
Cleveland Magazine	—	1/81
Cleveland Plain Dealer's Sunday Magazine	10	1/81
Club Living	—	1/81
Coin Prices	—	*
Coins Magazine	—	*
College Game	7	12/80
Colorado Maps, Camping & Fun Things To Do Directory	—	3/81
Colorado Rancher & Farmer	—	1/81
Columbus Monthly	—	6/81
Commentary	—	1/81
Commonwealth, The Magazine of Virginia	—	1/81
Connecticut Magazine	10	1/81
Consumer Life	—	1/81
Contemporary Keyboard	12	Spring/81
Country Guide	8	1/81
Dallas Magazine	10	1/81
Dallas Times Herald—Westward	10	1/81
Dallas-Ft. Worth Home/Garden Magazine	—	*
Dallas/Ft. Worth Living	—	12/80
Decoration—Chez Soi	15	*
Delta Sky	9	1/81
Denver Living	—	12/80
Denver Monthly	20	1/81
Detroit News Magazine	—	1/81
Dial	10	4/81
Discoworld Magazine	15	12/80
Down East	8-10	1/81
Dun's Review	—	1/81
Dynamic Years	—	5/81
East End—Magazine of Eastern Long Island and the Hamptons	15	1/81
East West Journal	10	1/81
80 Microcomputing	—	1/81
Enterprising Women	—	4/81
Erie Magazine	10	1/81
Esquire	15	1/81
Essence	10	1/81
Exclusively Yours	10	3/81
Families	10	5/81
Family	8	1/81
Family Circle	5-10	Spring/81
Family Circle Great Ideas—Quick & Thrifty Meals	—	1982
Family Food Garden	10	1/81
Family Handyman	15	1/81
Farm Journal	—	1/81
Farmer	5	1/81
50 Plus	—	4/81
Financial World	—	1/81
Firehouse Magazine	10	3/81
First Year of Life	9.5	1/81
Fisherman Group	20	1/81
Fishing Facts	15	1/81
Flare	9.9	1/81
Florida Sportsman	—	9/81
Flying Models	—	5/81
For Seniors Only	10	4/81
Forbes	10.6	1/81
Fore	10-15	3/81
Fortune	10	1/81
4-Wheel & Off-Road	—	1/81
Frequent Flyer	10	1/81
FUR-FISH-GAME (Harding's Magazine)	10	1/81
FUTURE	—	1/81
Gambling Times	10-20	1/81
Gentleman's Companion	8	1/81
Gentlemen's Quarterly	8	2/81
GEO	21	1/81
Glamour	7	2/81
GO, The Authentic Guide to New Orleans	15	*
Golf Digest	11.1	1/81
Golf Illustrated	10	1/81
Golf Magazine	—	1/81
Grand Rapids Magazine	10	3/81
Greek Theatre	10	1/81
Guitar Player	12	Spring/81
Guns & Ammo	—	1/81
Ham Radio Horizons	25	1/81
Ham Radio Magazine	10	1/81
Harper's Magazine	5-8	1/81
Harper's/Atlantic	5-8	1/81
Harvard Business Review	—	*
Hoard's Dairyman	7	1/81
Home & Away	10-15	1/81
Homeowners How To	15	3/81
Honolulu	10	6/81
Horse & Rider	10	7/81
Hot Rod	—	1/81
House & Garden	10	2/81
House & Garden Building & Remodeling Guide	10	1/81
House & Garden Decorating Guide	10	1/81
House & Garden Gardening Guide	10	1/81
House & Garden Kitchen & Bath Guide	10	1/81
Houston Magazine	—	1/81
Hunting	—	1/81
Hustler	8	1/81
Indianapolis At Home	10	1/81
Indianapolis Star Magazine	—	1/81

RATE CHANGES AFTER NOVEMBER 1980 CONTINUED

Magazine	Percent change	Date of change
Inside Sports	—	4/81
Interfaith Network (9 titles)	10-12	1/81
Jack and Jill	—	1/81
Jacobs List	3	1/81
Kansas Farmer	8.1	1/81
Key Magazines Inc.	—	*
Kiwanis	10	1/81
L'Actualité	8	4/81
Labor Press	—	*
Ladycom	5	1/81
Lansing Magazine	—	1/81
Leadership Network	10	1/81
Learning	5-10	8/81
Lens on Campus	15	2/81
Les Maisons du Québec	12	1/81
LIFE	10	4/81
Los Angeles Home/Garden	25	1/81
Los Angeles Magazine	—	5/81
Los Angeles' Herald Examiner's California Living	—	2/81
Louisville Magazine	10	3/81
Louisville Today	—	2/81
Maclean's—Canada's Newsmagazine	8.5	1/81
The Magazine	—	*
Management Leisure Time Network	8-12	1/81
McCall's Working Mother	20	3/81
Mechanix Illustrated	10	2/81
Media & Methods	10	1/81
Medical/Mrs. Magazine	—	*
METRO-The Magazine of Southeastern Virginia	—	*
Metropolitan Sunday	7	1/81
Miami Herald Tropic Magazine	—	1/81
Miami Magazine	7	Spring/80
Michigan Farmer	8.1	1/81
Michigan Living	—	*
Michigan Out-of-Doors	10	1/81
Mississippi Magazine	10	2/81
Missouri Life Magazine	20	*
Missouri Ruralist	8.1	1/81
Modern Bride	—	3/81
Modern Drummer	—	*
Modern Maturity	11	4/81
Money	12.3	2/81
Montana Magazine	7-8	12/80
Monterey Life	—	1/81
Monthly Detroit	12	1/81
Moon Sign Book	—	*
Mother Earth News	11	12/80
Mother Jones	—	1/81
Motor Trend	10	1/81
Motorcyclist	—	1/81
Motorland	10	1/81
Mpls. St. Paul	10	1/81
Musician, Player & Listener	12	1/81
Nashville!	—	5/81
Nation's Business	8-11	7/81
National Enquirer	9.6 (B/W)/14.7 (4C)	1/81
National Geographic	—	1/81
National Jewish Monthly	—	*
National Motorist	—	1/81
Navy Times	5	1/81
Negro Traveler & Conventioneer	—	1/81
New England Business	11	1/81
New Farm	37	1/81
New Orleans Magazine	10	3/81
New West	—	1/81
New Woman	—	1/81
New York Islanders Official Program Magazine	5	5/81
New York Magazine	—	*
New York Motorist	—	*
New York Sunday News Magazine	8	1/81
New Yorker	—	1/81
Newsweek	—	1/81
Newsweek Woman	—	1/81
Next	—	Fall/81
1981 Cycle Buyers Guide	—	*
NRTA Journal(National Retired Teachers Assn.)	—	5/81
Nuestro	7	1/81
Numismatic News	—	*
Ohio Farmer	8.1	1/81
Old Farmer's Almanac	—	1982
Omaha	—	*
1,001 Decorating Ideas	8-10	1/81
Orange County Home and Garden	10	1/81
Orlando-land Magazine	10	2/81
Outdoor Life	—	1/81
Outside Magazine	10	1/81
PAG (Petersen Action Group)	—	1/81
Palm Beach Life	8-10	12/80
Parade	5	1/81
Paraplegia News	12	12/80
PD	—	*
Pennsylvania Farmer	8.1	1/81
Penthouse	7	2/81
PEOPLE Weekly	12	1/81
Perspectives	10	1/81
Petersen Motor Group	—	1/81
Petersen's Photographic	—	1/81
Pickup, Van & 4WD	10	1/81
Pittsburgh Press Sunday Roto Magazine	8	1/81
Pittsburgher Magazine	10	12/80
Playbill-Boston	10	1/81
Playbill-New York	—	1/81
Playgirl	6	1/81
Poolife	—	Spring/81
Popular Photography	—	10/81
Portfolio-The Magazine of the Visual Arts	8.6	1/81
Powder	10	3/81
Prime Time	38	1/81
Pro Football Weekly	15	2/81
Progressive Farmer	2	1/81
Promenade Magazine	10	4/81
Psychology Today	—	1/81
Quest/80	10	5/81
QST	—	1/81
Race & Rally	—	1981
Racquetball	20	1/81
Ravinia Festival Program	—	6/81
Reader's Digest	9	1/81
Reader's Digest (Canada)	—	11/81
Redbook	9.8	1/81
Retired Officer	7	1/81
Retirement Life	—	1981
Richmond Lifestyle	5	1/81
Road King	—	2/81

RATE CHANGES AFTER NOVEMBER 1980 CONTINUED

Magazine	Percent change	Date of change
Roanoker	10	4/81
Rollerskating	15-20	1/81
Rolling Stone	—	1/81
Runner	—	2/81
Sailboat & Equipment Directory	12	1/81
Sailing	—	10/81
San Francisco Business Journal	—	1/81
San Francisco Examiner's California Living	—	1/81
San Francisco Focus	—	*
Santa Barbara Magazine	10	3/81
Saturday Evening Post	10	2/81
Saturday Review	—	1/81
Savvy	—	1981
SCENE Magazine, The Dallas Morning News	7-8	1/81
School Guide	—	1/81
Science 80	37	1/81
Scientific American	13	1/81
See Magazines	—	1/81
Selection du Reader's Digest	—	11/81
Self Magazine	16	2/81
Sergeants	7	1/81
Seventeen	12.5	2/81
SIERRA	—	1/81
Skiing	—	*
Skin Diver	—	1/81
Sky and Telescope	—	2/81
Small Boat Journal	—	1/81
Snowmobile West	—	6/81
Soap Opera Digest	8	*
Soccer Corner	10	1/81
Soho News	—	1/81
Southern Living	15	1/81
Spirit of Aloha	10	1/81
Spokane Magazine	15	1/81
Sport	10	1/81
Sport Diver	—	1/81
Sports Illustrated	9.8	1/81
St. Petersburg Times/Evening Independent	8-10	1/81
Stagebill Group	8	10/81
Star	—	1/81
Stereo Review	—	10/81
Successful Farming	—	1/81
Sunset	—	2/81
Super-8 Filmaker	—	1/81
Surfing	10	1/81
'Teen Magazine	8	1/81
Teen Generation	5	9/81
Tennis U.S.A.	5	1981
Texas Farmer-Stockman/Oklahoma Farmer-Stockman	—	1/81
Texas Fisherman	12	*
Texas Homes	10	1/81
Texas Sports	10	4/81
Time	9.5	1/81
Time - in Canada	10.5	1/81
Times Mirror Network	10	1/81
TODAY Magazine	—	1/81
Toronto Life Magazine	—	*
Total Health	10	*
Trailer Boats	—	1/81
Travel & Leisure	8.3	1/81
TV Facts	15	1/81
TV Guide	—	*
TWA Ambassador	10	1/81
United Church Observer	8	3/81
US	21.6	1/81
U.S. News & World Report	10.8	1/81
Utah Holiday Magazine	12	3/81
Vancouver Magazine	10	4/81
Venture The Magazine for Entrepreneurs	—	1/81
VIDEO Magazine	—	*
Video Review	—	*
Village Voice	—	y
'W'	7-10	1/81
Washington Calendar	10	12/80
Washington Dossier	7-12	1/81
Waterway Guide	10	1/81
Western Horseman	—	*
Wet Magazine-Gourmet Bathing and Beyond	25	1/81
Wisconsin Agriculturist	—	1/81
Woodstove Directory	—	*
Working Woman	17	3/81
World Press Review	17	1/81
Writer's Digest	4-5	1/81
Writer's Yearbook	—	6/81
Yankee	—	9/81
Young Athlete	15	1/81
Ziff-Davis Magazine Network	13	1/81

MAGAZINES IN GROUPS, NETWORKS, CORPORATE BUYS

Air Group One
488 Madison Ave.
New York, NY 10022
(212) 826-9466
Hank Thunhorst

American Way
Flying Colors
Frontier
Passages
Sky
TWA Ambassador

Army Times Military Group
475 School St. SW
Washington, DC 20024
(202) 554-7239
Joseph G. Varga, adv. dir.

Air Force Times
Army Times
Navy Times
Times Magazine, (supplement)

Arts and Leisure Chicago Network
6 N Michigan Ave.
Chicago, IL 60602
(312) 782-8935
Ronald Hagen, pub.
Sue Wolk, adv. dir.

Goodman Theatre Magazine
North Light Theatre Magazine

Arts and Leisure Los Angeles Network
950 Battery St.
San Francisco, CA 94111
(415) 956-6262
Ronald Hagen, pub.
Sue Wolk, adv. dir.

Greek Theatre Magazine
Pantages Theatre Magazine

Arts and Leisure San Francisco Network
950 Battery St.
San Francisco, CA 94111
(415) 956-6262
Ronald Hagen, pub.
Sue Wolk, adv. dir.

American Conservatory Theatre Magazine
City Theatre Magazine
Committee for Arts & Lectures Magazine
San Francisco Ballet Magazine

MAGAZINES IN GROUPS, NETWORKS, CORPORATE BUYS CONTINUED

CBS Automotive Group (Deals on Wheels)
CBS Publications
1499 Monrovia Ave.
Newport Beach, CA 92663
(714) 646-4451
Richard Bartkus, pub.
Brian Van Mols, adv. dir.

Cycle World
Pickup, Van & 4WD
Road & Track

Century Sports Network
1020 Church St.
Evanston, IL 60201
(312) 491-6440
Norman Jacobs, pub., adv. mgr.

Auto Racing Digest
Baseball Digest
Basketball Digest
Football Digest
Hockey Digest
Soccer Digest

The Condé Nast Package
350 Madison Ave.
New York, NY 10017
(212) 880-8329
Neil Jacobs, sales dir.

Bride's
Glamour
House & Garden
Mademoiselle
Self
Vogue

East/West Network, Inc.[1]
34 East 51 St.
New York, NY 10022
(212) 888-5900
Jeffrey S. Butler, pub.
John F. Dunn, adv. dir.

All in Style
Continental Extra
Eastern Review
Ozark Flightime
PSA Magazine
Republic Scene-Western Edition
Texas Flyer, The
United Mainliner

Fisherman Group
The Long Island Fisherman Pub. Co. Inc.
PO Box 1994
Sag Harbor, NY 11963
(516) 725-4200
Rich Reina, Sr., pub.
Stu Miller, adv. dir.

Long Island Fisherman
New England Fisherman
New Jersey Fisherman

Harper's/Atlantic
Harper-Atlantic Sales, Inc.
420 Lexington Ave.
New York, NY 10017
(212) 687-2424
G. Thomas Grenier, pres.

The Atlantic Monthly
Harper's

The Hearst Corporate Buy
224 W 57 St.
New York, NY 10019
(212) 262-5700
Judd Vear, vp and dir. corp. adv. sales

Cosmopolitan
Good Housekeeping
Harper's Bazaar
House Beautiful
Popular Mechanics
Sports Afield
Town & Country

In-Cruise Network
TL Enterprises
29901 Agoura Rd.
Agoura, CA 91301
(213) 991-4980
Denis Rouse, pub.
Lee Berger, adv. dir.

Azure Seas
Embark
Emerald Seas
Golden Odyssey
Seascene
Sunway

Interfaith Network
441 Lexington Ave.
New York, NY 10017
(212) 697-1076
John P. Sherwood, adv. dir.

A.D.
Catholic Digest
Christian Herald
The Episcopalian
The Lutheran
The Lutheran Standard
Presbyterian Survey
St. Anthony Messenger
Sign

KMR Woman's Group
Lopez Publications, Inc.
23 W 26 St.
New York, NY 10010
(212) 689-3933
Adrian Lopez, pub.
Elsa Carlson, adv. mgr.

New Girl Confessions
Real Romances
Real Story
Teen Bag

Leadership Network
230 Park Ave.
New York, NY 10017
(212) 682-4500
Robert F. Sennott, Jr., pres.

Columbia Journalism Review
Commentary
Foreign Affairs
National Review
The New Republic
The New York Review of Books
Technology Review

Lopez Automotive Group
Lopez Publications
602 Montgomery St.
Alexandria, VA 22314
(703) 836-2988
C. Barton Diehl, pub.
Barney O'Hara, adv. dir.

Stock Car Racing Magazine
Super Stock and Drag Illustrated

MacFadden Women's Group
215 Lexington Ave.
New York, NY 10016
(212) 340-7500
John Fitzpatrick, pub., adv. dir.

Modern Romances
Secrets
True Confessions
True Experience
True Love
True Romance
True Story

Metro Magazines
420 Lexington Ave.
New York, NY 10017
(212) 972-1157
Robert Phillips, vp sales

Boston Magazine
Connecticut Magazine
D-Dallas Magazine
Denver Magazine
Houston City Magazine
Mpls.-St. Paul
New Jersey Monthly
Philadelphia Magazine
Phoenix Magazine
Pittsburgh Magazine
St. Louis Magazine

Metronet
Catalyst Communications, Inc.
260 Madison Ave.
New York, NY 10016
Arnie Green, pres.
Molly Lockwood, vp.

Bay Views (San Francisco)
Birmingham (AL)
Brown's Guide to Georgia
Commonwealth, The Magazine of Virginia
Erie
Hudson Valley
Jackson (MS)
Louisville
Memphis
Nashville!
New Mexico
Ohio
The Pittsburgher Magazine
Roanoker, The
Sandlapper (SC)
Spokane
Triad (NC)
Washington Dossier
Westchester Illustrated
The Wichitan

Montgomery Ward Catalogs
410 N Michigan Ave
Chicago, IL 60611
(312) 467-9494
Robert Labudde, adv. dir.

1 Christmas Catalog
2 General Catalogs
11 Monthly Sale Catalogs
1 Suburban Lawn & Garden Catalog
1 Summer Sale Catalog

PAG (Petersen Action Group)
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213) 657-5100
Jim P. Walsh, sr. vp/corp. adv. dir.

Car Craft
4 Wheel & Off-Road
Guns & Ammo
Hot Rod
Hunting
Motor Trend
Motorcyclist
Photographic
Skin Diver

Petersen Motor Group
Car Craft
4 Wheel & Off-Road
Hot Rod
Motor Trend
Motorcyclist

Playbill
American Theatre Press
151 E 50 St.
New York, NY 10022
(212) 751-9550
L. Robert Charles, adv. mgr.

Playbill-Boston
Playbill-Florida
Playbill-New York
Playbill-Philadelphia/Baltimore

[1] Spirit of Aloha and Hawaii are now represented by East/West in the U.S.

MAGAZINES IN GROUPS, NETWORKS, CORPORATE BUYS CONTINUED

Religious Home Unit
Allan E. Shubert Co.
198 Allendale Rd.
King of Prussia, PA 19406
(215) 265-0648

New World Outlook
Pioneer Woman
U.S. Catholic

Scholastic Senior High School Market
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212) 944-7700
Steven C. Swett, pub.
Edward Chenetz, adv. dir.

Senior Scholastic
Scholastic Scope
Scholastic Search
Scholastic Voice
Science World

SEE Magazines
3675 Clark Rd.
Sarasota, FL 33583
(813) 922-3575
W.P. Brownell, Jr., pub.
George W. Page, adv.dir.

Bradenton
Clearwater
Cocoa/Melbourne
Daytona Beach
Fort Lauderdale
Fort Myers
Fort Walton Beach/Destin
Jacksonville
Key West
Lakeland
Naples
Orlando
Palm Beach
Panama City
Sarasota
Tampa

Spotlight Magazines
Meadow Publications, Inc.
74 Fairway Ave.
Rye, NY 10580
(914) 967-8619
Susan Meadow, pub./adv. dir.

Spotlight on Harrison
Spotlight on Larchmont
Spotlight on Mamaroneck
Spotlight on New Rochelle
Spotlight on Rye
Spotlight on Port Chester/Town of Rye
Spotlight on Scarsdale
Spotlight on White Plains

Stagebill Group
10 E 40 St.
New York, NY 10016
(212) 686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon, adv. dir.

Stagebill-Carnegie Hall
Stagebill-Chicago
Stagebill-Kennedy Center
Stagebill-Lincoln Center

Sterling Women's Group
Sterling's Magazines, Inc.
355 Lexington Ave.
New York, NY 10017
(212) 391-1400
Sanford Schwarz, pub.
Bernard Slotnick, adv. dir.

Daytime TV
Modern Screen
Movie Mirror
Photo Screen
Real Love Secrets
Soap Opera Stars
True Romantic Confessions
TV & Movie Screen
TV Picture Life

Student Youth Group
Kiwanis International
101 E Erie St.
Chicago, IL 60601
(312) 943-2300
Burton P. Harris, adv. dir.

Circle K Magazine
Keynoter

Texas Farmer-Stockman/Oklahoma Farmer-Stockman Group
Farmer-Stockman Publishing Co.
10111 N Central Expwy.
Dallas, TX 75231
(214) 363-7651
Jack Blakeney, pub.
Jim White, adv. dir.

Oklahoma Farmer-Stockman
Texas Farmer-Stockman

Times Mirror Magazine Network
380 Madison Ave.
New York, NY 10017
(212) 687-3000
Gordon B. Hall, Jr., sr. vp

Golf
Outdoor Life
Popular Science
Ski
The Sporting News

Ziff-Davis Inflight Group
1 Park Ave.
New York, NY 10016
(212) 725-7221
Robert Bader, pub.
Jerry De Santis, adv. dir.

U.S. Air
Pan Am Clipper
Piedmont Pace

Ziff-Davis Magazine Network
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212) 725-3500
James L. Kopper, pres.
Charles Alexander, adv. dir.

Boating
Car and Driver
Cycle
Flying
Popular Photography
Skiing
Stereo Review

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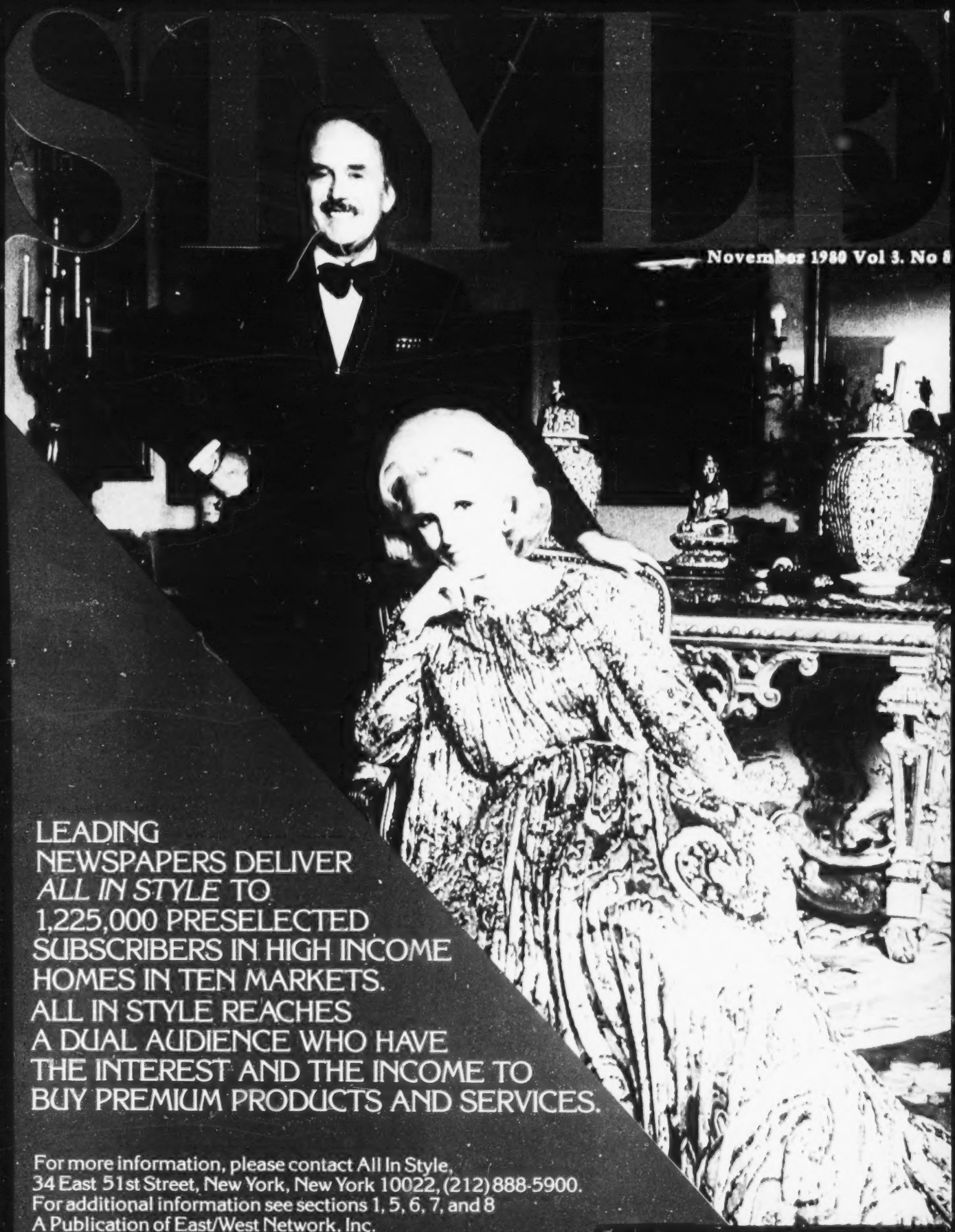

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SECTION

4

MAGAZINE AUDIENCES

The number and kinds of people who read a magazine or a type of magazine are basic to magazine selection. Here in one source are the results of major audience and subscriber studies by top researchers, greatly expanded since our last edition.

Pages 116-126—SMRB's 1979 Study of Media and Markets. Figures for 128 magazines grouped in 13 editorial categories with demographics for total adults, men and women.

Pages 127-134—Total audience and readers-per-copy figures for adults, men and women for 140 publications measured in MRI's first major audience study.

Pages 135-144—Figures from Starch INRA Hooper's 1979 Primary Readership Study for 19 publications.

Pages 145-147—Erdos and Morgan's 1979 Comparable Profile Measurement of subscribers for the 24 publications surveyed.

Pages 148-149—Monroe Mendelsohn's 1980 Survey of Adults and Markets of Affluence. Study of 51 publications' coverage of adults with annual household incomes of $40,000 or over.

Pages 150-152—1979 Study of the Primary Audiences of City and Regional Magazines sponsored by the City and Regional Magazine Association and conducted by Don Bowdren Associates.

Pages 153-155—Opinion Research Corp.'s Executive Caravan study of the readership of 36 major publications among corporate executives.

SMRB'S 1979 STUDY OF MEDIA AND MARKETS

THE SMRB 1979 Study of Media and Markets is based on a national probability sample of 15,026 adults, 18 years of age or older, residing in the contiguous 48 states. The interview period extended from October, 1978 through August, 1979, with data published through February, 1980.

The study reports magazine, newspaper and national Sunday magazine audiences as well as respondent demographics and product usage data. SMRB also collects information on radio listening and tv viewing from a sub-sample of respondents so that media planners can have a complete data file for direct matching, intermedia comparisons and media mix analysis, including Media Imperatives (see Section I, Dimensions).

Magazines and weekly newspapers were measured either by the "through-the-book" method where respondents are taken through a specific issue of the magazine as a memory prompt, or by the "recent reading" procedure. Daily newspapers, including the New York Times and the Wall Street Journal, were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure.

Each individual was interviewed twice regarding his or her reading of each publication, and the average issue audiences were estimated as the average across the two issues covered in these interviews. The average issue audience for each magazine classification was created by dividing the sum of the audience for each publication in the group by the number of publications in the group. The tables that follow give demographic descriptions of average issue audiences for 13 classifications of magazines for total adults, men and women. The publications included in these classifications are listed below. A dagger indicates those publications measured by the "through-the-book" method; others were measured by the "recent reading" technique.

For each magazine category and each demographic characteristic are shown the average number of people (in thousands) in that demographic break who read that type of magazine; the percentage of total readers of that type of publication who fall within that particular demographic break (Pct. composition); and the percentage of the population in that demographic break covered by that type of publication (Pct. coverage). An asterisk in the tables indicates unstable data.

For additional information contact Simmons Market Research Bureau, 219 E. 42 St., New York, NY 10017, (212) 867-1414.

MAGAZINES IN SMRB'S 13 CATEGORIES

Automotive/Motorcycling
Car and Driver
Car Craft
Custom Bike
Cycle
Cycle Guide
Cycle World
Hot Rod
Motor Trend
Motorcyclist
Pickup Van & 4 WD
Popular Hot Rodding
Road & Track

Business/Financial
Barron's†
Black Enterprise
Business Week†
Forbes†
Fortune†
Industry Week†
Money Magazine
Nation's Business
Wall Street Journal

Outdoor
Field & Stream†
Guns & Ammo
Hunting
Outdoor Life†
Sports Afield

Shelter
Apartment Life
Better Homes & Gardens†
Flower and Garden
House & Garden†
House Beautiful†
Organic Gardening
Southern Living
Sunset

General
Ebony†
Life
People†
Reader's Digest†
Saturday Evening Post
TV Guide†
US†

Mens
Chic
Esquire†
Gallery
Hustler
Mechanix Illustrated†
Oui
Penthouse†
Playboy†
Popular Mechanics†
Popular Science

National weekly newspapers
Midnight Globe†
National Enquirer†
The Star†

News
Jet†
Newsweek†
Sports Illustrated†
Time†
U.S. News & World Report†

Sunday magazines
Family Weekly
New York Times Magazine†
Parade
Sunday

Special Appeal
Atlantic Monthly
Bon Appetit
Book Digest
Elks
Gourmet
Harper's Magazine
Kiwanis
Lion
National Geographic†
National Lampoon
Natural History
New West Magazine†
New York Magazine†
New Yorker†
Omni
Photographic
Popular Photography
Psychology Today
Rolling Stone†
Rotarian
Saturday Review†
Scientific American
Smithsonian
Stereo Review
Town & Country
Travel & Leisure
Travel/Holiday

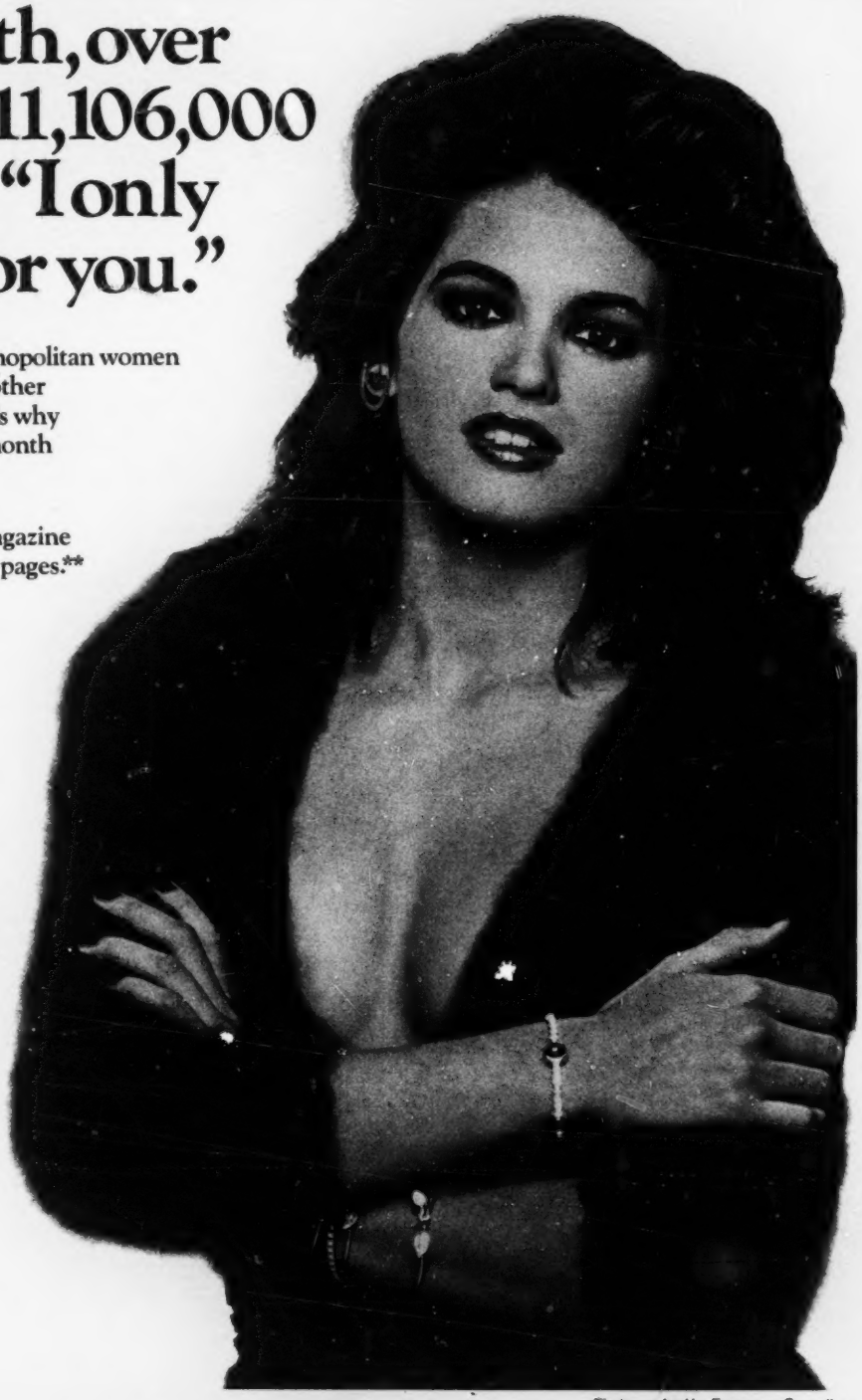
Sports
Boating
Flying
Golf
Golf Digest
Motor Boating & Sailing
Sea
Ski
Skiing
Skin Diver
Sport
Tennis
World Tennis

Womens
American Baby
Baby Talk
Cosmopolitan†
Decorating & Craft Ideas
Essence
Family Circle†
Family Health
Good Housekeeping†
Ladies' Home Journal†
Lady's Circle
McCall's†
Ms.
Parents
Playgirl
Prevention
Redbook†
True Story
Weight Watcher's Magazine
Woman's Day†
Workbasket
Working Woman

Fashion/Beauty
Glamour†
Harper's Bazaar
Mademoiselle
Seventeen
Vogue

†Through-the-book was used to measure magazine's audience. For all other magazines, the recent reading method was used.

Every month, over half of our 11,106,000 readers say "I only have eyes for you."



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Almost 6,000,000 exclusive Cosmopolitan women readers won't see your ad in any other leading women's magazine. That's why Cosmo is #1 in reader loyalty—month after month.

Cosmo is also the #1 women's magazine in newsstand sales* and #1 in ad pages.**

*ABC Fas-Fax 6/30/80
**(P.I.B. 1979)

Cosmo reaches 4,169,000 or 20% or all 18-34 working women in America. At a CPM of only $5.68, no other leading women's magazine is more efficient.

Cosmo women earn more ($10,000 plus) and spend more than the 18-34 readers of any other leading women's magazine. In fact, one-out-of-every-six of us are in professional or managerial positions.

I guess you could say I'm That COSMOPOLITAN Girl.

Audience figures were adjusted to reflect circulation change 6/30/80. Fas-Fax.

If you want to reach me you'll find me reading

COSMOPOLITAN®

A PUBLICATION OF THE HEARST CORPORATION

Source: SMRB 78/79

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TOTAL ADULTS
(in thousands)

TOTALS	U.S. total	Auto	Bus/ Fin'l	Outdoor	Shelter	Gen'l	Men's	Nat'l wklys	News	Sunday	Special appeal	Sports	Women's	Fashion/ Beauty
Total adults	155,794	2,128	2,266	4,912	6,619	4,065	5,122	11,312	12,880	28,433	2,833	1,911	7,433	4,900
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	1.4	1.5	3.2	4.2	2.6	3.3	7.3	8.3	18.3	1.8	1.2	4.8	3.1
AGE														
18–24 years	28,385	861	318	1,044	839	1,134	1,520	2,804	3,000	4,567	540	544	1,372	1,687
Pct. composition	18.2	40.5	14.0	21.3	12.7	27.9	29.7	24.8	23.3	16.1	19.1	28.5	18.5	34.4
Pct. coverage	100.0	3.0	1.1	3.7	3.0	4.0	5.4	9.9	10.6	16.1	1.9	1.9	4.8	5.9
25–34 years	34,725	669	579	1,459	1,584	1,293	1,710	2,612	3,545	6,144	729	494	1,980	1,155
Pct. composition	22.3	31.4	25.6	29.7	23.9	31.8	33.4	23.1	27.5	21.6	25.7	25.9	26.6	23.6
Pct. coverage	100.0	1.9	1.7	4.2	4.6	3.7	4.9	7.5	10.2	17.7	2.1	1.4	5.7	3.3
35–54 years	48,584	447	882	1,459	2,356	1,097	1,317	3,252	4,058	9,747	925	572	2,353	1,513
Pct. composition	31.2	21.0	38.9	29.7	35.6	27.0	25.7	28.7	31.5	34.3	32.7	29.9	31.7	30.9
Pct. coverage	100.0	0.9	1.8	3.0	4.8	2.3	2.7	6.7	8.4	20.1	1.9	1.2	4.8	3.1
55 years & older	44,101	151	487	950	1,839	540	575	2,644	2,277	7,976	640	301	1,728	544
Pct. composition	28.3	7.1	21.5	19.3	27.8	13.3	11.2	23.4	17.7	28.1	22.6	15.8	23.2	11.1
Pct. coverage	100.0	0.3	1.1	2.2	4.2	1.2	1.3	6.0	5.2	18.1	1.5	0.7	3.9	1.2
65 years & older	22,962	31	168	383	852	188	184	1,286	886	3,830	246	91	782	188
Pct. composition	14.7	1.5	7.4	7.8	12.9	4.6	3.6	11.4	6.9	13.5	8.7	4.8	10.5	3.8
Pct. coverage	100.0	0.1	0.7	1.7	3.7	0.8	0.8	5.6	3.9	16.7	1.1	0.4	3.4	0.8
25–54 years	83,308	1,115	1,461	2,918	3,940	2,390	3,027	5,864	7,603	15,891	1,654	1,066	4,333	2,669
Pct. composition	53.5	52.4	64.5	59.4	59.5	58.8	59.1	51.8	59.0	55.9	58.4	55.8	58.3	54.5
Pct. coverage	100.0	1.3	1.8	3.5	4.7	2.9	3.6	7.0	9.1	19.1	2.0	1.3	5.2	3.2
18–49 years	99,601	1,907	1,561	3,651	4,174	3,310	4,301	7,896	9,663	17,960	1,958	1,473	5,113	4,045
Pct. composition	63.9	89.6	68.9	74.3	63.1	81.4	84.0	69.8	75.0	63.2	69.1	77.1	68.8	82.6
Pct. coverage	100.0	1.9	1.6	3.7	4.2	3.3	4.3	7.9	9.7	18.0	2.0	1.5	5.1	4.1
EDUCATION														
Att/Grad college	47,058	645	1,556	1,425	2,705	1,610	2,011	2,295	6,670	10,042	1,628	919	2,540	2,100
Pct. composition	30.2	30.3	68.7	29.0	40.9	39.6	39.3	20.3	51.8	35.3	57.5	48.1	34.2	42.9
Pct. coverage	100.0	1.4	3.3	3.0	5.7	3.4	4.3	4.9	14.2	21.3	3.5	2.0	5.4	4.5
High school grad	106,286	1,620	2,074	3,510	5,278	3,373	4,249	7,499	11,075	21,527	2,520	1,607	5,815	4,189
Pct. composition	68.2	76.1	91.5	71.5	79.7	83.0	83.0	66.3	86.0	75.7	89.0	84.1	78.2	85.5
Pct. coverage	100.0	1.5	2.0	3.3	5.0	3.2	4.0	7.1	10.4	20.3	2.4	1.5	5.5	3.9
Not HS grad	49,508	507	192	1,402	1,341	691	873	3,813	1,805	6,906	313	303	1,618	711
Pct. composition	31.8	23.8	8.5	28.5	20.3	17.0	17.0	33.7	14.0	24.3	11.0	15.9	21.8	14.5
Pct. coverage	100.0	1.0	0.4	2.8	2.7	1.4	1.8	7.7	3.6	13.9	0.6	0.6	3.3	1.4
HOUSEHOLD INCOME														
$25,000 & over	41,274	773	1,357	1,637	2,322	1,505	1,849	2,580	5,325	9,557	1,253	855	2,202	1,707
Pct. composition	26.5	36.3	59.9	33.3	35.1	37.0	36.1	22.8	41.3	33.6	44.2	44.7	29.6	34.8
Pct. coverage	100.0	1.9	3.3	4.0	5.6	3.6	4.5	6.3	12.9	23.2	3.0	2.1	5.3	4.1
$20–24,999	20,306	353	270	782	997	664	847	1,371	1,845	3,985	403	275	1,081	663
Pct. composition	13.0	16.6	11.9	15.9	15.1	16.3	16.5	12.1	14.3	14.0	14.2	14.4	14.5	13.5
Pct. coverage	100.0	1.7	1.3	3.9	4.9	3.3	4.2	6.8	9.1	19.6	2.0	1.4	5.3	3.3
$15–19,999	23,109	350	247	846	919	620	796	1,910	1,714	4,246	400	253	1,163	739
Pct. composition	14.8	16.4	10.9	17.2	13.9	15.3	15.5	16.9	13.3	14.9	14.1	13.2	15.6	15.1
Pct. coverage	100.0	1.5	1.1	3.7	4.0	2.7	3.4	8.3	7.4	18.4	1.7	1.1	5.0	3.2

	U.S. total	Auto	Bus/ Fin'l	Outdoor	Shelter	Gen'l	Men's	Nat'l wklys	News	Sunday	Special appeal	Sports	Women's	Fashion/ Beauty
HOUSEHOLD INCOME CONTINUED														
$10-14,999	33,677	401	256	1,010	1,262	747	951	2,786	2,287	5,463	450	325	1,560	1,031
Pct. composition	21.6	18.8	11.3	20.6	19.1	18.4	18.6	24.6	17.8	19.2	15.9	17.0	21.0	21.0
Pct. coverage	100.0	1.2	0.8	3.0	3.7	2.2	2.8	8.3	6.8	16.2	1.3	1.0	4.6	3.1
Less than $10,000	37,429	251	136	637	1,119	528	679	2,665	1,709	5,182	326	204	1,427	760
Pct. composition	24.0	11.8	6.0	13.0	16.9	13.0	13.3	23.6	13.3	18.2	11.5	10.7	19.2	15.5
Pct. coverage	100.0	0.7	0.4	1.7	3.0	1.4	1.8	7.1	4.6	13.8	0.9	0.5	3.8	2.0
OCCUPATION														
Prof/Managerial	27,167	435	1,101	885	1,479	953	1,178	1,110	4,058	5,891	1,011	503	1,264	932
Pct. composition	17.4	20.4	48.6	18.0	22.3	23.4	23.0	9.8	31.5	20.7	35.7	26.3	17.0	19.0
Pct. coverage	100.0	1.6	4.1	3.3	5.4	3.5	4.3	4.1	14.9	21.7	3.7	1.9	4.7	3.4
Clerical/Sales	22,793	237	387	580	1,264	581	721	1,889	2,008	4,645	465	330	1,597	1,377
Pct. composition	14.6	11.1	17.1	11.8	19.1	14.3	14.1	16.7	15.6	16.3	16.4	17.3	21.5	28.1
Pct. coverage	100.0	1.0	1.7	2.5	5.5	2.5	3.2	8.3	8.8	20.4	2.0	1.4	7.0	6.0
Craftsman/Foreman	13,261	356	124	1,001	316	684	920	966	964	2,372	162	184	222	93*
Pct. composition	8.5	16.7	5.5	20.4	4.8	16.8	18.0	8.5	7.5	8.3	5.7	9.6	3.0	1.9
Pct. coverage	100.0	2.7	0.9	7.5	2.4	5.2	6.9	7.3	7.3	17.9	1.2	1.4	1.7	0.7
Other employment	31,936	616	229	1,267	990	1,000	1,296	2,550	2,420	5,107	381	396	1,229	808
Pct. composition	20.5	28.9	10.1	25.8	15.0	24.6	25.3	22.5	18.8	18.0	13.4	20.7	16.5	16.5
Pct. coverage	100.0	1.9	0.7	4.0	3.1	3.1	4.1	8.0	7.6	16.0	1.2	1.2	3.8	2.5
Not employed	60,638	483	425	1,179	2,570	847	1,008	4,798	3,430	10,419	814	498	3,121	1,690
Pct. composition	38.9	22.7	18.8	24.0	38.8	20.8	19.7	42.4	26.6	36.6	28.7	26.1	42.0	34.5
Pct. coverage	100.0	0.8	0.7	1.9	4.2	1.4	1.7	7.9	5.7	17.2	1.3	0.8	5.1	2.8
MARITAL STATUS														
Married	100,516	1,198	1,558	3,717	4,647	2,557	3,129	7,008	7,857	19,069	1,799	1,213	4,969	2,584
Pct. composition	64.5	56.3	68.8	75.7	70.2	62.9	61.1	62.0	61.0	67.1	63.5	63.5	66.9	52.7
Pct. coverage	100.0	1.2	1.6	3.7	4.6	2.5	3.1	7.0	7.8	19.0	1.8	1.2	4.9	2.6
Single	29,964	714	422	781	920	1,130	1,513	2,442	3,536	5,335	703	515	1,175	1,499
Pct. composition	19.2	33.6	18.6	15.9	13.9	27.8	29.5	21.6	27.5	18.8	24.8	26.9	15.8	30.6
Pct. coverage	100.0	2.4	1.4	2.6	3.1	3.8	5.0	8.1	11.8	17.8	2.3	1.7	3.9	5.0
Div/Sep/Wid	25,315	216	286	414	1,052	377	480	1,862	1,487	4,030	331	183	1,289	817
Pct. composition	16.2	10.2	12.6	8.4	15.9	9.3	9.4	16.5	11.5	14.2	11.7	9.6	17.3	16.7
Pct. coverage	100.0	0.9	1.1	1.6	4.2	1.5	1.9	7.4	5.9	15.9	1.3	0.7	5.1	3.2
PRESENCE OF CHILDREN IN HOUSEHOLD														
Any children	69,201	1,211	1,040	2,689	2,915	1,976	2,521	5,684	6,121	12,549	1,192	907	3,751	2,428
Pct. composition	44.4	56.9	45.9	54.7	44.0	48.6	49.2	50.2	47.5	44.1	42.1	47.5	50.5	49.6
Pct. coverage	100.0	1.7	1.5	3.9	4.2	2.9	3.6	8.2	8.8	18.1	1.7	1.3	5.4	3.5
Under 2 years	11,451	188	151	534	435	371	493	953	980	1,955	183	144	684	324
Pct. composition	7.4	8.8	6.7	10.9	6.6	9.1	9.6	8.4	7.6	6.9	6.5	7.5	9.2	6.6
Pct. coverage	100.0	1.6	1.3	4.7	3.8	3.2	4.3	8.3	8.6	17.1	1.6	1.3	6.0	2.8
2-5 years	21,779	363	288	871	888	688	897	1,853	1,977	3,609	340	267	1,200	678
Pct. composition	14.0	17.1	12.7	17.7	13.4	16.9	17.5	16.4	15.3	12.7	12.0	14.0	16.1	13.8
Pct. coverage	100.0	1.7	1.3	4.0	4.1	3.2	4.1	8.5	9.1	16.6	1.6	1.2	5.5	3.1
6-11 years	31,760	543	443	1,230	1,414	956	1,097	2,503	3,017	5,777	506	409	1,703	1,026
Pct. composition	20.4	25.5	19.5	25.0	21.4	21.1	21.4	22.1	23.4	20.3	17.9	21.4	22.9	20.9
Pct. coverage	100.0	1.7	1.4	3.9	4.5	2.7	3.5	7.9	9.5	18.2	1.6	1.3	5.4	3.2

	U.S. total	Auto	Bus/ Fin'l	Outdoor	Shelter	Gen'l	Men's	Nat'l wklys	News	Sunday	Special appeal	Sports	Women's	Fashion/ Beauty
PRESENCE OF CHILDREN IN HOUSEHOLD CONTINUED														
12–17 years	35,811	560	585	1,198	1,504	927	1,148	2,816	3,065	6,853	646	474	1,827	1,368
Pct. composition	23.0	26.3	25.8	24.4	22.7	22.8	22.4	24.9	23.8	24.1	22.8	24.8	24.6	27.9
Pct. coverage	100.0	1.6	1.6	3.3	4.2	2.6	3.2	7.9	8.6	19.1	1.8	1.3	5.1	3.8
GEOGRAPHIC REGION														
Northeast	35,289	340	495	933	1,154	898	1,148	2,522	3,235	8,161	672	397	1,566	1,127
Pct. composition	22.7	16.0	21.8	19.0	17.4	22.1	22.4	22.3	25.1	28.7	23.7	20.8	21.1	23.0
Pct. coverage	100.0	1.0	1.4	2.6	3.3	2.5	3.3	7.1	9.2	23.1	1.9	1.1	4.4	3.2
East central	23,186	302	291	909	814	619	786	1,388	1,658	5,050	364	275	1,134	551
Pct. composition	14.9	14.2	12.8	18.5	12.3	15.2	15.3	12.3	12.9	17.8	12.8	14.4	15.3	11.2
Pct. coverage	100.0	1.3	1.3	3.9	3.5	2.7	3.4	6.0	7.2	21.8	1.6	1.2	4.9	2.4
West central	2,404	34	21	49	146	43	52	357	205	444	52	38*	186	171
Pct. composition	1.5	1.6	0.9	1.0	2.2	1.1	1.0	3.2	1.6	1.6	1.8	2.0	2.5	3.5
Pct. coverage	100.0	1.4	0.9	2.0	6.1	1.8	2.2	14.9	8.5	18.5	2.2	1.6	7.7	7.1
South	49,702	659	692	1,532	2,365	1,130	1,445	3,882	3,760	7,841	747	623	2,232	1,729
Pct. composition	31.9	31.0	30.5	31.2	35.7	27.8	28.2	34.3	29.2	27.6	26.4	32.6	30.0	35.3
Pct. coverage	100.0	1.3	1.4	3.1	4.8	2.3	2.9	7.8	7.6	15.8	1.5	1.3	4.5	3.5
Pacific	25,681	493	394	802	1,555	856	1,051	2,115	2,320	3,260	661	427	1,322	862
Pct. composition	16.5	23.2	17.4	16.3	23.5	21.1	20.5	18.7	18.0	11.5	23.3	22.3	17.8	17.6
Pct. coverage	100.0	1.9	1.5	3.1	6.1	3.3	4.1	8.2	9.0	12.7	2.6	1.7	5.1	3.4
METRO/SUBURBAN														
Metro central city	47,722	580	716	1,260	1,788	1,236	1,595	3,516	4,495	9,142	867	529	2,132	1,684
Pct. composition	30.6	27.3	31.6	25.7	27.0	30.4	31.1	31.1	34.9	32.2	30.6	27.7	28.7	34.4
Pct. coverage	100.0	1.2	1.5	2.6	3.7	2.6	3.3	7.4	9.4	19.2	1.8	1.1	4.5	3.5
Metro suburban	67,114	1,090	1,250	1,888	3,042	1,924	2,467	4,457	6,021	13,575	1,443	966	3,312	2,223
Pct. composition	43.1	51.2	55.2	38.4	46.0	47.3	48.2	39.4	46.7	47.7	50.9	50.5	44.6	45.4
Pct. coverage	100.0	1.6	1.9	2.8	4.5	2.9	3.7	6.6	9.0	20.2	2.2	1.4	4.9	3.3
Non metro	40,959	458	300	1,764	1,788	905	1,060	3,340	2,363	5,717	523	416	1,989	992
Pct. composition	26.3	21.5	13.2	35.9	27.0	22.3	20.7	29.5	18.3	20.1	18.5	21.8	26.8	20.2
Pct. coverage	100.0	1.1	0.7	4.3	4.4	2.2	2.6	8.2	5.8	14.0	1.3	1.0	4.9	2.4
COUNTY SIZE														
A county	61,378	823	1,088	1,239	2,484	1,615	2,112	4,016	6,016	12,893	1,260	771	2,663	2,027
Pct. composition	39.4	38.7	48.0	25.2	37.5	39.7	41.2	35.5	46.7	45.3	44.5	40.3	35.8	41.4
Pct. coverage	100.0	1.3	1.8	2.0	4.0	2.6	3.4	6.5	9.8	21.0	2.1	1.3	4.3	3.3
B county	44,543	740	722	1,605	2,009	1,302	1,662	3,337	3,736	8,922	857	604	2,295	1,561
Pct. composition	28.6	34.8	31.9	32.7	30.4	32.0	32.4	29.5	29.0	31.4	30.3	31.6	30.9	31.9
Pct. coverage	100.0	1.7	1.6	3.6	4.5	2.9	3.7	7.5	8.4	20.0	1.9	1.4	5.2	3.5
C county	27,986	303	322	1,159	1,300	694	823	2,643	2,052	4,034	505	342	1,471	835
Pct. composition	18.0	14.2	14.2	23.6	19.6	17.1	16.1	23.4	15.9	14.2	17.8	17.9	19.8	17.0
Pct. coverage	100.0	1.1	1.2	4.1	4.6	2.5	2.9	9.4	7.3	14.4	1.8	1.2	5.3	3.0
D county	21,887	262	134	909	826	454	526	1,315	1,076	2,585	212	194	1,003	477
Pct. composition	14.0	12.3	5.9	18.5	12.5	11.2	10.3	11.6	8.4	9.1	7.5	10.2	13.5	9.7
Pct. coverage	100.0	1.2	0.6	4.2	3.8	2.1	2.4	6.0	4.9	11.8	1.0	0.9	4.6	2.2

TOTAL MEN
(in thousands)

TOTALS	U.S. total	Auto	Bus/ Fin'l	Outdoor	Shelter	Gen'l	Men's	Nat'l wklys	News	Sunday	Special appeal	Sports	Women's	Fashion/ Beauty
Total men	74,722	1,736	1,556	3,937	1,819	3,218	4,178	4,347	8,269	13,841	1,455	1,339	1,096	468
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	2.3	2.1	5.3	2.4	4.3	5.6	5.8	11.1	18.5	1.9	1.8	1.5	0.6
AGE														
Age 18–24 years	14,051	727	211	825	206	909	1,228	1,193	2,018	2,330	292	385	171	128
Pct. composition	18.8	41.9	13.6	21.0	11.3	28.2	29.4	27.4	24.4	16.8	20.1	28.8	15.6	27.4
Pct. coverage	100.0	5.2	1.5	5.9	1.5	6.5	8.7	8.5	14.4	16.6	2.1	2.7	1.2	0.9
25–34 years	17,205	541	399	1,233	427	1,026	1,377	1,011	2,338	3,096	399	367	311	132
Pct. composition	23.0	31.2	25.6	31.3	23.5	31.9	33.0	23.3	28.3	22.4	27.4	27.4	28.4	28.2
Pct. coverage	100.0	3.1	2.3	7.2	2.5	6.0	8.0	5.9	13.6	18.0	2.3	2.1	1.8	0.8
35–54 years	24,100	349	622	1,109	684	864	1,090	1,256	2,535	4,795	463	365	318	146
Pct. composition	32.3	20.1	40.0	28.2	37.6	26.8	26.1	28.9	30.7	34.6	31.8	27.3	29.0	31.2
Pct. coverage	100.0	1.4	2.6	4.6	2.8	3.6	4.5	5.2	10.5	19.9	1.9	1.5	1.3	0.6
55 years & older	19,366	120	325	771	502	420	483	887	1,378	3,620	301	221	296	62
Pct. composition	25.9	6.9	20.9	19.6	27.6	13.1	11.6	20.4	16.7	26.2	20.7	16.5	27.0	13.2
Pct. coverage	100.0	0.6	1.7	4.0	2.6	2.2	2.5	4.6	7.1	18.7	1.6	1.1	1.5	0.3
65 years & older	9,217	22	102	289	212	137	145	398	442	1,579	113	66	119	15
Pct. composition	12.3	1.3	6.6	7.3	11.7	4.3	3.5	9.2	5.3	11.4	7.8	4.9	10.9	3.2
Pct. coverage	100.0	0.2	1.1	3.1	2.3	1.5	1.6	4.3	4.8	17.1	1.2	0.7	1.3	0.2
25–54 years	41,305	889	1,021	2,341	1,111	1,889	2,467	2,267	4,873	7,891	862	732	630	278
Pct. composition	55.3	51.2	65.6	59.5	61.1	58.7	59.0	52.2	58.9	57.0	59.2	54.7	57.5	59.4
Pct. coverage	100.0	2.2	2.5	5.7	2.7	4.6	6.0	5.5	11.8	19.1	2.1	1.8	1.5	0.7
18–49 years	49,572	1,566	1,085	2,923	1,162	2,636	3,502	3,190	6,321	9,022	1,040	1,036	734	386
Pct. composition	66.3	90.2	69.7	74.2	63.9	81.9	83.8	73.4	76.4	65.2	71.5	77.4	67.0	82.5
Pct. coverage	100.0	3.2	2.2	5.9	2.3	5.3	7.1	6.4	12.8	18.2	2.1	2.1	1.5	0.8
EDUCATION														
Att/Grad college	25,501	524	1,155	1,184	890	1,265	1,627	1,094	4,509	5,607	913	692	469	198
Pct. composition	34.1	30.2	74.2	30.1	48.9	39.3	38.9	25.2	54.5	40.5	62.7	51.7	42.8	42.3
Pct. coverage	100.0	2.1	4.5	4.6	3.5	5.0	6.4	4.3	17.7	22.0	3.6	2.7	1.8	0.8
High school grad	51,276	1,301	1,447	2,855	1,516	2,668	3,467	2,981	7,111	10,596	1,304	1,121	853	383
Pct. composition	68.6	74.9	93.0	72.5	83.3	82.9	83.0	68.6	86.0	76.6	89.6	83.7	77.8	81.8
Pct. coverage	100.0	2.5	2.8	5.6	3.0	5.2	6.8	5.8	13.9	20.7	2.5	2.2	1.7	0.7
Not HS grad	23,446	435	109	1,082	303	550	711	1,366	1,158	3,245	152	218	243	85
Pct. composition	31.4	25.1	7.0	27.5	16.7	17.1	17.0	31.4	14.0	23.4	10.4	16.3	22.2	18.2
Pct. coverage	100.0	1.9	0.5	4.6	1.3	2.3	3.0	5.8	4.9	13.8	0.6	0.9	1.0	0.4
HOUSEHOLD INCOME														
$25,000 & over	22,470	674	990	1,355	783	1,232	1,577	1,151	3,662	5,342	704	603	386	164
Pct. composition	30.1	38.8	63.6	34.4	43.0	38.3	37.7	26.5	44.3	38.6	48.4	45.0	35.2	35.0
Pct. coverage	100.0	3.0	4.4	6.0	3.5	5.5	7.0	5.1	16.3	23.8	3.1	2.7	1.7	0.7
$20–24,999	10,488	283	195	654	294	543	713	536	1,193	1,959	222	204	190	69
Pct. composition	14.0	16.3	12.5	16.6	16.2	16.9	17.1	12.3	14.4	14.2	15.3	15.2	17.3	14.7
Pct. coverage	100.0	2.7	1.9	6.2	2.8	5.2	6.8	5.1	11.4	18.7	2.1	1.9	1.8	0.7
$15–19,999	11,671	271	150	691	238	485	631	799	1,094	2,079	184	164	153	43
Pct. composition	15.6	15.6	9.6	17.6	13.1	15.1	15.1	18.4	13.2	15.0	12.6	12.2	14.0	9.2
Pct. coverage	100.0	2.3	1.3	5.9	2.0	4.2	5.4	6.8	9.4	17.8	1.6	1.4	1.3	0.4

	U.S. total	Auto	Bus/ Fin'l	Outdoor	Shelter	Gen'l	Men's	Nat'l wklys	News	Sunday	Special appeal	Sports	Women's	Fashion/ Beauty
HOUSEHOLD INCOME CONTINUED														
$10-14,999	15,703	309	150	809	276	569	739	1,055	1,340	2,497	205	230	208	115
Pct. composition	21.0	17.8	9.6	20.5	15.2	17.7	17.7	24.3	16.2	18.0	14.1	17.2	19.0	24.6
Pct. coverage	100.0	2.0	1.0	5.2	1.8	3.6	4.7	6.7	8.5	15.9	1.3	1.5	1.3	0.7
Less than $10,000	14,391	199	72	428	228	390	518	807	980	1,964	141	138	158	78
Pct. composition	19.3	11.5	4.6	10.9	12.5	12.1	12.4	18.6	11.9	14.2	9.7	10.3	14.4	16.7
Pct. coverage	100.0	1.4	0.5	3.0	1.6	2.7	3.6	5.6	6.8	13.6	1.0	1.0	1.1	0.5
OCCUPATION														
Prof/Managerial	17,757	381	871	753	624	811	1,023	663	3,027	3,929	658	409	297	118
Pct. composition	23.8	21.9	56.0	19.1	34.3	25.2	24.5	15.3	36.6	28.4	45.2	30.5	27.1	25.2
Pct. coverage	100.0	2.1	4.9	4.2	3.5	4.6	5.8	3.7	17.0	22.1	3.7	2.3	1.7	0.7
Clerical/Sales	6,918	140	207	412	212	351	452	432	994	1,507	159	183	131	63
Pct. composition	9.3	8.1	13.3	10.5	11.7	10.9	10.8	9.9	12.0	10.9	10.9	13.7	12.0	13.5
Pct. coverage	100.0	2.0	3.0	6.0	3.1	5.1	6.5	6.2	14.4	21.8	2.3	2.6	1.9	0.9
Craftsman/Foreman	12,541	350	119	996	263	674	907	887	928	2,253	153	178	155	57
Pct. composition	16.8	20.2	7.6	25.3	14.5	20.9	21.7	20.4	11.2	16.3	10.5	13.3	14.1	12.2
Pct. coverage	100.0	2.8	0.9	7.9	2.1	5.4	7.2	7.1	7.4	18.0	1.2	1.4	1.2	0.5
Other employment	19,579	549	155	1,081	366	874	1,151	1,264	1,833	3,121	231	308	286	172
Pct. composition	26.2	31.6	10.0	27.5	20.1	27.2	27.5	29.1	22.2	22.5	15.9	23.0	26.1	36.8
Pct. coverage	100.0	2.8	0.8	5.5	1.9	4.5	5.9	6.5	9.4	15.9	1.2	1.6	1.5	0.9
Not employed	17,927	316	204	695	355	508	645	1,101	1,488	3,030	255	261	227	58
Pct. composition	24.0	18.2	13.1	17.7	19.5	15.8	15.4	25.3	18.0	21.9	17.5	19.5	20.7	12.4
Pct. coverage	100.0	1.8	1.1	3.9	2.0	2.8	3.6	6.1	8.3	16.9	1.4	1.5	1.3	0.3
MARITAL STATUS														
Married	50,936	925	1,157	2,945	1,415	1,976	2,520	2,807	5,165	9,674	940	855	849	284
Pct. composition	68.2	53.3	74.4	74.8	77.8	61.4	60.3	64.6	62.5	69.9	64.6	63.9	77.5	60.7
Pct. coverage	100.0	1.8	2.3	5.8	2.8	3.9	4.9	5.5	10.1	19.0	1.8	1.7	1.7	0.6
Single	16,737	662	292	708	294	978	1,320	1,227	2,477	3,043	412	382	173	121
Pct. composition	22.4	38.1	18.8	18.0	16.2	30.4	31.6	28.2	30.0	22.0	28.3	28.5	15.8	25.9
Pct. coverage	100.0	4.0	1.7	4.2	1.8	5.8	7.9	7.3	14.8	18.2	2.5	2.3	1.0	0.7
Div/Sep/Wid	7,049	150	107	284	110	264	338	313	627	1,123	103	102	74	63
Pct. composition	9.4	8.6	6.9	7.2	6.0	8.2	8.1	7.2	7.6	8.1	7.1	7.6	6.8	13.5
Pct. coverage	100.0	2.1	1.5	4.0	1.6	3.7	4.8	4.4	8.9	15.9	1.5	1.4	1.0	0.9
PRESENCE OF CHILDREN IN HOUSEHOLD														
Any children	32,991	981	707	2,142	824	1,537	2,009	2,137	3,878	6,125	623	633	573	259
Pct. composition	44.2	56.5	45.4	54.4	45.3	47.8	48.1	49.2	46.9	44.3	42.8	47.3	52.3	55.3
Pct. coverage	100.0	3.0	2.1	6.5	2.5	4.7	6.1	6.5	11.8	18.6	1.9	1.9	1.7	0.8
Under 2 years	5,233	139	99	430	139	284	382	326	632	946	94	101	115	49
Pct. composition	7.0	8.0	6.4	10.9	7.6	8.8	9.1	7.5	7.6	6.8	6.5	7.5	10.5	10.5
Pct. coverage	100.0	2.7	1.9	8.2	2.7	5.4	7.3	6.2	12.1	18.1	1.8	1.9	2.2	0.9
2-5 years	9,946	267	207	691	257	523	694	774	1,307	1,658	186	197	196	102
Pct. composition	13.3	15.4	13.3	17.6	14.1	16.3	16.6	17.8	15.8	12.0	12.8	14.7	17.9	21.8
Pct. coverage	100.0	2.7	2.1	6.9	2.6	5.3	7.0	7.8	13.1	16.7	1.9	2.0	2.0	1.0
6-11 years	14,674	446	309	977	352	656	863	849	1,862	2,762	257	298	235	97
Pct. composition	19.6	25.7	19.9	24.8	19.4	20.4	20.7	19.5	22.5	20.0	17.7	22.3	21.4	20.7
Pct. coverage	100.0	3.0	2.1	6.7	2.4	4.5	5.9	5.8	12.7	18.8	1.8	2.0	1.6	0.7

	U.S. total	Auto	Bus/ Fin'l	Outdoor	Shelter	Gen'l	Men's	Nat'l wklys	News	Sunday	Special appeal	Sports	Women's	Fashion/ Beauty
PRESENCE OF CHILDREN IN HOUSEHOLD CONTINUED														
12–17 years	17,310	470	384	949	406	712	910	995	1,861	3,386	328	309	258	99
Pct. composition	23.2	27.1	24.7	24.1	22.3	22.1	21.8	22.9	22.5	24.5	22.5	23.1	23.5	21.2
Pct. coverage	100.0	2.7	2.2	5.5	2.3	4.1	5.3	5.7	10.8	19.6	1.9	1.8	1.5	0.6
GEOGRAPHIC REGION														
Northeast	16,588	255	344	771	304	732	959	1,069	2,110	4,003	355	265	193	87
Pct. composition	22.2	14.7	22.1	19.6	16.7	22.7	23.0	24.6	25.5	28.9	24.4	19.8	17.6	18.6
Pct. coverage	100.0	1.5	2.1	4.6	1.8	4.4	5.8	6.4	12.7	24.1	2.1	1.6	1.2	0.5
East central	11,315	237	188	733	214	490	640	584	1,107	2,447	191	196	155	36
Pct. composition	15.1	13.7	12.1	18.6	11.8	15.2	15.3	13.4	13.4	17.7	13.1	14.6	14.1	7.7
Pct. coverage	100.0	2.1	1.7	6.5	1.9	4.3	5.7	5.2	9.8	21.6	1.7	1.7	1.4	0.3
West central	423	27	8	18	7	23	30	41	62	99*	9**	13**	7**	6
Pct. composition	0.6	1.6	0.5	0.5	0.4	0.7	0.7	0.9	0.7	0.7	0.6	1.0	0.6	1.3
Pct. coverage	100.0	6.4	1.9	4.3	1.7	5.4	7.1	9.7	14.7	23.4	2.1	3.1	1.7	1.4
South	23,932	557	479	1,193	648	910	1,190	1,384	2,381	3,702	366	465	336	201
Pct. composition	32.0	32.1	30.8	30.3	35.6	28.3	28.5	31.8	28.8	26.7	25.2	34.7	30.7	42.9
Pct. coverage	100.0	2.3	2.0	5.0	2.7	3.8	5.0	5.8	9.9	15.5	1.5	1.9	1.4	0.8
Pacific	12,330	384	276	659	454	645	824	845	1,465	1,609	334	281	223	86
Pct. composition	16.5	22.1	17.7	16.7	25.0	20.0	19.7	19.4	17.7	11.6	23.0	21.0	20.3	18.4
Pct. coverage	100.0	3.1	2.2	5.3	3.7	5.2	6.7	6.9	11.9	13.0	2.7	2.3	1.8	0.7
METRO/SUBURBAN														
Metro central city	22,844	485	452	1,026	483	1,003	1,329	1,423	2,871	4,498	446	378	324	187
Pct. composition	30.6	27.9	29.0	26.1	26.6	31.2	31.8	32.7	34.7	32.5	30.7	28.2	29.6	40.0
Pct. coverage	100.0	2.1	2.0	4.5	2.1	4.4	5.8	6.2	12.6	19.7	2.0	1.7	1.4	0.8
Metro suburban	32,012	901	912	1,562	830	1,536	2,007	1,738	3,929	6,628	766	670	460	181
Pct. composition	42.8	51.9	58.6	39.7	45.6	47.7	48.0	40.0	47.5	47.9	52.6	50.0	42.0	38.7
Pct. coverage	100.0	2.8	2.8	4.9	2.6	4.8	6.3	5.4	12.3	20.7	2.4	2.1	1.4	0.6
Non metro	19,866	351	192	1,350	505	679	842	1,186	1,469	2,715	243	290	312	101
Pct. composition	26.6	20.2	12.3	34.3	27.8	21.1	20.2	27.3	17.8	19.6	16.7	21.7	28.5	21.6
Pct. coverage	100.0	1.8	1.0	6.8	2.5	3.4	4.2	6.0	7.4	13.7	1.2	1.5	1.6	0.5
COUNTY SIZE														
A county	29,340	706	759	1,037	666	1,325	1,757	1,625	3,894	6,251	688	527	352	200
Pct. composition	39.3	40.7	48.8	26.3	36.6	41.2	42.1	37.4	47.1	45.2	47.3	39.4	32.1	42.7
Pct. coverage	100.0	2.4	2.6	3.5	2.3	4.5	6.0	5.5	13.3	21.3	2.3	1.8	1.2	0.7
B county	21,362	578	494	1,293	593	1,021	1,330	1,328	2,414	4,443	434	436	365	139
Pct. composition	28.6	33.3	31.7	32.8	32.6	31.7	31.8	30.5	29.2	32.1	29.8	32.6	33.3	29.7
Pct. coverage	100.0	2.7	2.3	6.1	2.8	4.8	6.2	6.2	11.3	20.8	2.0	2.0	1.7	0.7
C county	13,334	245	215	938	316	525	668	960	1,266	1,928	235	232	213	82
Pct. composition	17.8	14.1	13.8	23.8	17.4	16.3	16.0	22.1	15.3	13.9	16.2	17.3	19.4	17.5
Pct. coverage	100.0	1.8	1.6	7.0	2.4	3.9	5.0	7.2	9.5	14.5	1.8	1.7	1.6	0.6
D county	10,686	207	87	669	245	348	423	435	696	1,219	98	144	165	47
Pct. composition	14.3	11.9	5.6	17.0	13.5	10.8	10.1	10.0	8.4	8.8	6.7	10.8	15.1	10.0
Pct. coverage	100.0	1.9	0.8	6.3	2.3	3.3	4.0	4.1	6.5	11.4	0.9	1.3	1.5	0.4

TOTAL WOMEN
(in thousands)

TOTALS	U.S. total	Auto	Bus/ Fin'l	Outdoor	Shelter	Gen'l	Men's	Nat'l wklys	News	Sunday	Special appeal	Sports	Women's	Fashion/ Beauty
Total women	81,073	392	710	975	4,800	847	944	6,965	4,611	14,593	1,378	572	6,338	4,432
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	0.5	0.9	1.2	5.9	1.0	1.2	8.6	5.7	18.0	1.7	0.7	7.8	5.5
AGE														
Age 18–24 years	14,334	134	107	218	633	226	292	1,610	982	2,236	248	158	1,202	1,560
Pct. composition	17.7	34.2	15.1	22.4	13.2	26.7	30.9	23.1	21.3	15.3	18.0	27.6	19.0	35.2
Pct. coverage	100.0	0.9	0.7	1.5	4.4	1.6	2.0	11.2	6.9	15.6	1.7	1.1	8.4	10.9
25–34 years	17,519	128	179	227	1,157	267	333	1,602	1,207	3,048	330	127	1,669	1,023
Pct. composition	21.6	32.7	25.2	23.3	24.1	31.5	35.3	23.0	26.2	20.9	23.9	22.2	26.3	23.1
Pct. coverage	100.0	0.7	1.0	1.3	6.6	1.5	1.9	9.1	6.9	17.4	1.9	0.7	9.5	5.8
35–54 years	24,484	98	261	350	1,672	234	228	1,996	1,523	4,952	462	207	2,035	1,367
Pct. composition	30.2	25.0	36.8	35.9	34.8	27.6	24.2	28.7	33.0	33.9	33.5	36.2	32.1	30.8
Pct. coverage	100.0	0.4	1.1	1.4	6.8	1.0	0.9	8.2	6.2	20.2	1.9	0.8	8.3	5.6
55 years & older	24,736	32	163	180	1,337	120	92	1,757	899	4,356	339	80	1,433	482
Pct. composition	30.5	8.2	23.0	18.5	27.9	14.2	9.7	25.2	19.5	29.8	24.6	14.0	22.6	10.9
Pct. coverage	100.0	0.1	0.7	0.7	5.4	0.5	0.4	7.1	3.6	17.6	1.4	0.3	5.8	1.9
65 years & older	13,749	8	67	94	639	52	39	888	444	2,251	133	25*	663	172
Pct. composition	17.0	2.0	9.4	9.6	13.3	6.1	4.1	12.7	9.6	15.4	9.7	4.4	10.5	3.9
Pct. coverage	100.0	0.1	0.5	0.7	4.6	0.4	0.3	6.5	3.2	16.4	1.0	0.2	4.8	1.3
25–54 years	42,003	226	440	577	2,829	501	560	3,597	2,730	8,000	791	334	3,703	2,390
Pct. composition	51.8	57.7	62.0	59.2	58.9	59.1	59.3	51.6	59.2	54.8	57.4	58.4	58.4	53.9
Pct. coverage	100.0	0.5	1.0	1.4	6.7	1.2	1.3	8.6	6.5	19.0	1.9	0.8	8.8	5.7
18–49 years	50,029	341	477	728	3,011	673	800	4,706	3,342	8,937	918	437	4,379	3,659
Pct. composition	61.7	87.0	67.2	74.7	62.7	79.5	84.7	67.6	72.5	61.2	66.6	76.4	69.1	82.6
Pct. coverage	100.0	0.7	1.0	1.5	6.0	1.3	1.6	9.4	6.7	17.9	1.8	0.9	8.8	7.3
EDUCATION														
Att/Grad college	21,557	122	401	241	1,815	345	384	1,201	2,161	4,434	715	227	2,071	1,902
Pct. composition	26.6	31.1	56.5	24.7	37.8	40.7	40.7	17.2	46.9	30.4	51.9	39.7	32.7	42.9
Pct. coverage	100.0	0.6	1.9	1.1	8.4	1.6	1.8	5.6	10.0	20.6	3.3	1.1	9.6	8.8
High school grad	55,010	319	626	654	3,762	705	782	4,518	3,964	10,932	1,216	487	4,962	3,806
Pct. composition	67.9	81.4	88.2	67.1	78.4	83.2	82.8	64.9	86.0	74.9	88.2	85.1	78.3	85.9
Pct. coverage	100.0	0.6	1.1	1.2	6.8	1.3	1.4	8.2	7.2	19.9	2.2	0.9	9.0	6.9
Not HS grad	26,062	73	83	320	1,038	142	162	2,447	648	3,661	161	86	1,376	626
Pct. composition	32.1	18.6	11.7	32.8	21.6	16.8	17.2	35.1	14.1	25.1	11.7	15.0	21.7	14.1
Pct. coverage	100.0	0.3	0.3	1.2	4.0	0.5	0.6	9.4	2.5	14.0	0.6	0.3	5.3	2.4
HOUSEHOLD INCOME														
$25,000 & over	18,804	98	367	283	1,539	273	272	1,430	1,663	4,216	549	251	1,816	1,543
Pct. composition	23.2	25.0	51.7	29.0	32.1	32.2	28.8	20.5	36.1	28.9	39.8	43.9	28.7	34.8
Pct. coverage	100.0	0.5	2.0	1.5	8.2	1.5	1.4	7.6	8.8	22.4	2.9	1.3	9.7	8.2
$20–24,999	9,818	70	76	128	703	122	134	835	652	2,026	181	71	891	593
Pct. composition	12.1	17.9	10.7	13.1	14.6	14.4	14.2	12.0	14.1	13.9	13.1	12.4	14.1	13.4
Pct. coverage	100.0	0.7	0.8	1.3	7.2	1.2	1.4	8.5	6.6	20.6	1.8	0.7	9.1	6.0
$15–19,999	11,438	79	97	154	681	136	165	1,111	620	2,166	217	89	1,010	697
Pct. composition	14.1	20.2	13.7	15.8	14.2	16.1	17.5	16.0	13.4	14.8	15.7	15.6	15.9	15.7
Pct. coverage	100.0	0.7	0.8	1.3	6.0	1.2	1.4	9.7	5.4	18.9	1.9	0.8	8.8	6.1

	U.S. total	Auto	Bus/ Fin'l	Outdoor	Shelter	Gen'l	Men's	Nat'l wklys	News	Sunday	Special appeal	Sports	Women's	Fashion/ Beauty
HOUSEHOLD INCOME CONTINUED														
$10–14,999	17,974	93	106	201	987	178	213	1,731	947	2,966	245	95	1,352	916
Pct. composition	22.2	23.7	14.9	20.6	20.6	21.0	22.6	24.9	20.5	20.3	17.8	16.6	21.3	20.7
Pct. coverage	100.0	0.5	0.6	1.1	5.5	1.0	1.2	9.6	5.3	16.5	1.4	0.5	7.5	5.1
Less than $10,000	23,039	52	64	209	891	138	161	1,858	729	3,219	185	66	1,269	682
Pct. composition	28.4	13.3	9.0	21.4	18.6	16.3	17.1	26.7	15.8	22.1	13.4	11.5	20.0	15.4
Pct. coverage	100.0	0.2	0.3	0.9	3.9	0.6	0.7	8.1	3.2	14.0	0.8	0.3	5.5	3.0
OCCUPATION														
Prof/Managerial	9,410	54	230	132	855	142	155	447	1,031	1,961	354	94	968	814
Pct. composition	11.6	13.8	32.4	13.5	17.8	16.8	16.4	6.4	22.4	13.4	25.7	16.4	15.3	18.4
Pct. coverage	100.0	0.6	2.4	1.4	9.1	1.5	1.6	4.8	11.0	20.8	3.8	1.0	10.3	8.7
Clerical/Sales	15,875	97	180	168	1,052	230	268	1,457	1,014	3,137	307	147	1,466	1,314
Pct. composition	19.6	24.7	25.4	17.2	21.9	27.2	28.4	20.9	22.0	21.5	22.3	25.7	23.1	29.6
Pct. coverage	100.0	0.6	1.1	1.1	6.6	1.4	1.7	9.2	6.4	19.8	1.9	0.9	9.2	8.3
Craftsman/Foreman	720	7	4	5	53	10	13	79	36	119*	9**	6**	67*	36
Pct. composition	0.9	1.8	0.6	0.5	1.1	1.2	1.4	1.1	0.8	0.8	0.7	1.0	1.1	0.8
Pct. coverage	100.0	1.0	0.6	0.7	7.4	1.4	1.8	11.0	5.0	16.5	1.3	0.8	9.3	5.0
Other employment	12,358	67	75	186	624	126	146	1,286	587	1,986	151	88	943	636
Pct. composition	15.2	17.1	10.6	19.1	13.0	14.9	15.5	18.5	12.7	13.6	11.0	15.4	14.9	14.4
Pct. coverage	100.0	0.5	0.6	1.5	5.0	1.0	1.2	10.4	4.7	16.1	1.2	0.7	7.6	5.1
Not employed	42,711	167	221	484	2,216	339	363	3,696	1,942	7,389	559	237	2,894	1,632
Pct. composition	52.7	42.6	31.1	49.6	46.2	40.0	38.5	53.1	42.1	50.6	40.6	41.4	45.7	36.8
Pct. coverage	100.0	0.4	0.5	1.1	5.2	0.8	0.8	8.7	4.5	17.3	1.3	0.6	6.8	3.8
MARITAL STATUS														
Married	49,579	274	402	772	3,232	581	609	4,201	2,692	9,394	859	358	4,120	2,300
Pct. composition	61.2	69.9	56.6	79.2	67.3	68.6	64.5	60.3	58.4	64.4	62.3	62.6	65.0	51.9
Pct. coverage	100.0	0.6	0.8	1.6	6.5	1.2	1.2	8.5	5.4	18.9	1.7	0.7	8.3	4.6
Single	13,227	52	129	73	626	152	193	1,215	1,059	2,292	291	134	1,003	1,378
Pct. composition	16.3	13.3	18.2	7.5	13.0	17.9	20.4	17.4	23.0	15.7	21.1	23.4	15.8	31.1
Pct. coverage	100.0	0.4	1.0	.6	4.7	1.1	1.5	9.2	8.0	17.3	2.2	1.0	7.6	10.4
Div/Sep/Wid	18,266	66	179	129	942	114	142	1,549	860	2,906	228	81	1,215	753
Pct. composition	22.5	16.8	25.2	13.2	19.6	13.5	15.0	22.2	18.7	19.9	16.5	14.2	19.2	17.0
Pct. coverage	100.0	0.4	1.0	0.7	5.2	0.6	0.8	8.5	4.7	15.9	1.2	0.4	6.7	4.1
PRESENCE OF CHILDREN IN HOUSEHOLD														
Any children	36,210	230	333	547	2,092	439	512	3,547	2,243	6,424	568	275	3,178	2,169
Pct. composition	44.7	58.7	46.9	56.1	43.6	51.8	54.2	50.9	48.6	44.0	41.2	48.1	50.1	48.9
Pct. coverage	100.0	0.6	0.9	1.5	5.8	1.2	1.4	9.8	6.2	17.7	1.6	0.8	8.8	6.0
Under 2 years	6,218	49	52	104	296	86	111	627	348	1,008	99	44*	569	274
Pct. composition	7.7	12.5	7.3	10.7	6.2	10.2	11.8	9.0	7.5	6.9	6.5	7.7	9.0	6.2
Pct. coverage	100.0	0.8	0.8	1.7	4.8	1.4	1.8	10.1	5.6	16.2	1.4	0.7	9.2	4.4
2–5 years	11,833	96	81	179	631	165	203	1,079	670	1,951	154	71	1,004	575
Pct. composition	14.6	24.5	11.4	18.4	13.1	19.5	21.5	15.5	14.5	13.4	11.2	12.4	15.8	13.0
Pct. coverage	100.0	0.8	0.7	1.5	5.3	1.4	1.7	9.1	5.7	16.5	1.3	0.6	8.5	4.9
6–11 years	17,086	97	134	253	1,063	200	234	1,654	1,156	3,015	249	111	1,468	928
Pct. composition	21.1	24.7	18.9	25.9	22.1	23.6	24.8	23.7	25.1	20.7	18.1	19.4	23.2	20.9
Pct. coverage	100.0	0.6	0.8	1.5	6.2	1.2	1.4	9.7	6.8	17.6	1.5	0.6	8.6	5.4

	U.S. total	Auto	Bus/ Fin'l	Outdoor	Shelter	Gen'l	Men's	Nat'l wklys	News	Sunday	Special appeal	Sports	Women's	Fashion/ Beauty
PRESENCE OF CHILDREN IN HOUSEHOLD CONTINUED														
12–17 years	18,501	90	201	249	1,098	215	237	1,821	1,204	3,467	318	165	1,570	1,269
Pct. composition	22.8	23.0	28.3	25.5	22.9	25.4	25.1	26.1	26.1	23.8	23.1	28.8	24.8	28.6
Pct. coverage	100.0	0.5	1.1	1.3	5.9	1.2	1.3	9.8	6.5	18.7	1.7	0.9	8.5	6.9
GEOGRAPHIC REGION														
Northeast	18,702	86	151	162	350	166	188	1,454	1,124	4,159	318	133	1,374	1,040
Pct. composition	23.1	21.9	21.3	16.6	17.7	19.6	19.9	20.9	24.4	28.5	23.1	23.3	21.7	23.5
Pct. coverage	100.0	0.5	0.8	0.9	4.5	0.9	1.0	7.8	6.0	22.2	1.7	0.7	7.3	5.6
East central	11,872	65	103	177	599	129	146	804	551	2,603	173	79	979	515
Pct. composition	14.6	16.6	14.5	18.2	12.5	15.2	15.5	11.5	11.9	17.8	12.6	13.8	15.4	11.6
Pct. coverage	100.0	0.5	0.9	1.5	5.0	1.1	1.2	6.8	4.6	21.9	1.5	0.7	8.2	4.3
West central	1,982	8	14	31	140	21	22	316	143	346	43	25**	180	165
Pct. composition	2.4	2.0	2.0	3.2	2.9	2.5	2.3	4.5	3.1	2.4	3.1	4.4	2.8	3.7
Pct. coverage	100.0	0.4	0.7	1.6	7.1	1.1	1.1	15.9	7.2	17.5	2.2	1.3	9.1	8.3
South	25,770	102	213	339	1,717	221	254	2,498	1,379	4,140	381	159	1,896	1,528
Pct. composition	31.8	26.0	30.0	34.8	35.8	26.1	26.9	35.9	29.9	28.4	27.6	27.8	29.9	34.5
Pct. coverage	100.0	0.4	0.8	1.3	6.7	0.9	1.0	9.7	5.4	16.1	1.5	0.6	7.4	5.9
Pacific	13,351	109	118	144	1,101	211	227	1,270	855	1,651	327	146	1,098	776
Pct. composition	16.5	27.8	16.6	14.8	22.9	24.9	24.0	18.2	18.5	11.3	23.7	25.5	17.3	17.5
Pct. coverage	100.0	0.8	0.9	1.1	8.2	1.6	1.7	9.5	6.4	12.4	2.4	1.1	8.2	5.8
METRO/SUBURBAN														
Metro central city	24,878	95	264	235	1,305	233	266	2,093	1,625	4,644	421	151	1,808	1,498
Pct. composition	30.7	24.2	37.2	24.1	27.2	27.5	28.2	30.1	35.2	31.8	30.6	26.4	28.5	33.8
Pct. coverage	100.0	0.4	1.1	0.9	5.2	0.9	1.1	8.4	6.5	18.7	1.7	0.6	7.3	6.0
Metro suburban	35,101	189	338	327	2,212	388	460	2,718	2,092	6,947	677	295	2,852	2,042
Pct. composition	43.3	48.2	47.6	33.5	46.1	45.8	48.7	39.0	45.4	47.6	49.1	51.6	45.0	46.1
Pct. coverage	100.0	0.5	1.0	0.9	6.3	1.1	1.3	7.7	6.0	19.8	1.9	0.8	8.1	5.8
Non metro	21,093	107	108	413	1,283	226	218	2,154	895	3,002	280	126	1,677	892
Pct. composition	26.0	27.3	15.2	42.4	26.7	26.7	23.1	30.9	19.4	20.6	20.3	22.0	26.5	20.1
Pct. coverage	100.0	0.5	0.5	2.0	6.1	1.1	1.0	10.2	4.2	14.2	1.3	0.6	8.0	4.2
COUNTY SIZE														
A County	32,038	117	329	203	1,818	291	355	2,392	2,122	6,642	572	244	2,311	1,827
Pct. composition	39.5	29.8	46.3	20.8	37.9	34.4	37.6	34.3	46.0	45.5	41.5	42.7	36.5	41.2
Pct. coverage	100.0	0.4	1.0	0.6	5.7	0.9	1.1	7.5	6.6	20.7	1.8	0.8	7.2	5.7
B county	23,181	162	227	312	1,416	281	331	2,009	1,322	4,479	423	168	1,930	1,422
Pct. composition	28.6	41.3	32.0	32.0	29.5	33.2	35.1	28.8	28.7	30.7	30.7	29.4	30.5	32.1
Pct. coverage	100.0	0.7	1.0	1.3	6.1	1.2	1.4	8.7	5.7	19.3	1.8	0.7	8.3	6.1
C county	14,652	58	107	221	984	169	155	1,684	787	2,106	269	110	1,259	753
Pct. composition	18.1	14.8	15.1	22.7	20.5	20.0	16.4	24.2	17.1	14.4	19.5	19.2	19.9	17.0
Pct. coverage	100.0	0.4	0.7	1.5	6.7	1.2	1.1	11.5	5.4	14.4	1.8	0.8	8.6	5.1
D county	11,201	55	47	239	581	106	103	880	380	1,366	114	50	838	430
Pct. composition	13.8	14.0	6.6	24.5	12.1	12.5	10.9	12.6	8.2	9.4	8.3	8.7	13.2	9.7
Pct. coverage	100.0	0.5	0.4	2.1	5.2	0.9	0.9	7.9	3.4	12.2	1.0	0.4	7.5	3.8

MEDIAMARK RESEARCH INC.

MEDIAMARK Research Inc. provides a continuing survey of magazine audience, marketing and broadcast data. Reports are issued each spring and fall on magazine audiences. The tables presented here are from the spring 1980 report and are based on 29,946 interviews conducted between May, 1979 and March, 1980.

The MRI sample is a strict probability sample designed to represent adult men and women (18 and over) living in households in the contiguous 48 states, with oversampling of upper income areas. Magazine audience reports are based on two waves of fieldwork, amounting to approximately 30,000 interviews conducted over almost one year.

MRI's total audience estimates are based on the application of a perfected card-sorting technique, in which logo cards are sorted in two steps. The first step ascertains which publications may have been read or looked into in the last six months. Cards for those which the respondent is sure he has not read or looked into are put aside.

Those screened in are separated into weeklies, monthlies, etc. and re-sorted to show whether they were read or looked into in the most recent publication interval, which is precisely defined and with a specified starting date. Those who put a card in the "yes-sure have" position are counted as members of the total audience.

The full spring 1980 MRI report is available on-line at the major computer services. It consists of total, qualitative and multimedia audience data, as well as product information. For further information contact Mediamark Research Inc., 341 Madison Ave., NY 10017, (212) 599-0444.

MAGAZINES IN MRI'S MAGAZINE GROUPS

Air Group One
American Way
Flying Colors
Frontier
Passages
Sky
TWA Ambassador

CBS Automotive Group
Cycle World
Pickup Van & 4WD
Road and Track

CBS Special Interest Group
Cycle World
Pickup Van & 4WD
Road and Track
Sea
World Tennis

Conde Nast Package
Brides
Glamour
House & Garden
Mademoiselle
Vogue

East/West Domestic Inflight
PSA (formerly California)
Flightime
Mainliner
Review
Sundancer
Texas Flyer
Extra (formerly News Extra)

Harpers/Atlantic
Harpers Magazine
Atlantic

Macfadden Women's Group
Photoplay
True Story
True Romance
True Experience
True Love
True Confessions
Secrets
Modern Romances

Macfadden Small Trues
True Romance
True Experience
True Love
True Confessions
Secrets
Modern Romances

New York/New West
New York Magazine
New West

Petersen Action Group
Car Craft
4 Wheel & Off Road
Guns & Ammo
Hot Rod
Hunting
Photographic
Motor Trend
Motorcyclist
Skin Diver

Ziff-Davis Network
Boating
Car & Driver
Cycle
Flying
Popular Photography
Skiing
Stereo Review

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TOTAL ADULTS

Publication	Audience: Total audience (000)	Audience: Readers/ copy	Audience: Percent coverage	Circulation (000): At time of study	Circulation (000): Current rate base	Medians: Age (years)	Medians: Household income ($)	Readership: Percent in home	Readership: Mean reading days
Total adult population	152,963	—	—	—	—	41.5	16,701	—	—
Air Group One (gross)	3,797	3.01	2.5	1,260	1,312	35.9	25,411	10.6	1.4
American Baby	3,698	3.81	2.4	970	1,000	27.4	18,600	57.3	2.2
American Way	685	2.74	0.4	250	250	39.2	28,136	11.0	1.6
Apartment Life	4,579	5.34	3.0	857	800	28.4	17,679	47.5	2.0
Baby Talk	2,680	3.19	1.8	839	850	27.8	18,517	48.8	2.1
Barron's	992	4.22	0.6	235	235	43.1	31,536	43.4	1.9
Better Homes & Gardens	37,346	4.64	24.4	8,041	8,000	40.0	19,738	62.3	2.5
Bon Appetit	4,023	3.58	2.6	1,124	1,100	38.6	26,351	61.7	2.4
Book Digest	2,996	2.31	2.0	1,296	400	41.7	20,847	66.1	2.6
Bride's Magazine	4,215	15.55	2.8	271	—	25.4	18,547	39.2	2.5
Business Week	5,875	8.06	3.8	729	820	38.6	25,896	31.8	1.8
Car & Driver	4,641	6.93	3.0	670	725	27.8	20,510	45.7	2.3
Car Craft	2,820	7.99	1.8	353	375	24.9	19,188	39.9	2.3
CBS Automotive Group (gross)	9,764	9.02	6.4	1,082	1,240	27.8	21,971	40.1	2.2
CBS Special Interest Group (gross)	12,061	7.42	7.9	1,625	—	28.5	22,145	41.2	2.2
Chic	1,864	6.93	1.2	269	300	27.3	18,610	40.2	2.5
Conde Nast Package (gross)	43,665	8.96	28.6	4,872	—	32.9	20,008	44.2	2.2
Consumer Life	2,893	2.92	1.9	990	1,000	34.1	21,157	39.6	2.0
Cosmopolitan	14,861	5.97	9.7	2,489	2,250	30.1	19,958	52.4	2.3
The Country Gentleman	1,014	5.42	0.7	187	165	46.3	18,536	44.7	2.0
Cuisine	1,844	2.28	1.2	809	800	39.9	24,224	65.1	2.5
Cycle Guide	1,718	17.01	1.1	101	185	26.0	20,453	46.1	2.5
Cycle World	2,768	8.82	1.8	314	800	26.3	21,511	41.7	2.4
Decorating & Craft Ideas	6,271	7.53	4.1	833	800	35.6	19,350	58.8	2.7
Dun's Review	796	3.11	0.5	256	—	38.2	31,364	15.6	1.8
East/West Ntwk Domestic Inflight (gross)	3,506	3.91	2.3	896	950	37.3	28,359	13.6	1.6
Ebony	8,316	6.77	5.4	1,229	1,250	33.0	14,635	60.1	2.5
Esquire	4,789	7.18	3.1	667	650	34.9	18,504	41.6	1.9
Essence	3,310	5.30	2.2	624	650	30.3	15,574	64.4	2.7
Family Circle	31,931	4.40	20.9	7,255	8,100	40.5	19,426	72.7	2.5
Family Handyman	4,727	4.84	3.1	976	1,000	38.1	20,591	65.9	2.5
Family Health	3,985	4.81	2.6	828	800	40.6	18,704	43.7	2.1
Family Weekly	18,276	1.52	11.9	12,034	12,300	43.1	18,160	—	—
Farm Journal	5,339	4.00	3.5	1,335	1,180	44.9	17,578	61.3	2.2
Field & Stream	14,649	7.07	9.6	2,072	2,000	34.4	19,588	49.6	2.2
Forbes	2,421	3.46	1.6	700	690	41.5	29,183	42.9	2.0
Fortune	3,215	5.30	2.1	607	670	36.8	29,768	31.8	1.9
Gallery	1,939	3.53	1.3	550	650	26.7	20,066	43.7	2.5
Games	1,816	3.44	1.2	528	600	32.9	18,966	63.8	2.9
Genesis	1,733	5.16	1.1	336	400	27.3	17,369	42.6	2.3
Glamour	9,945	5.58	6.5	1,782	1,700	28.9	20,408	47.1	2.2
Golf Digest	3,334	3.55	2.2	939	1,000	42.1	25,540	57.9	2.5
Golf Magazine	3,167	4.79	2.1	661	725	39.4	24,255	54.3	2.3
Good Housekeeping	35,572	6.53	21.3	4,986	5,000	39.1	18,914	63.2	2.5
Gourmet	3,300	5.67	2.2	582	650	41.3	26,840	53.2	2.3
Gentlemen's Quarterly	2,426	6.52	1.6	372	350	27.6	20,164	38.3	2.2
Grit	4,288	4.45	2.8	964	1,000	47.2	14,531	69.4	2.1
Guns & Ammo	4,791	10.81	3.1	443	475	30.8	19,570	46.9	2.6
Harpers/Atlantic (gross)	3,320	5.37	2.2	618	650	38.0	22,721	35.9	1.8
Harper's Bazaar	3,728	6.32	2.4	590	—	38.0	21,404	26.9	1.8
Hot Rod	5,965	7.26	3.9	822	850	24.5	19,462	48.4	2.5
House & Garden	16,648	16.42	10.9	1,014	1,000	39.7	19,493	48.3	2.2
House Beautiful	9,891	11.85	6.5	835	800	41.1	21,551	46.3	2.2
Hustler	7,522	4.96	4.9	1,518	1,800	29.1	18,924	48.0	2.6
Industry Week	1,561	6.00	1.0	260	280	37.8	25,199	12.2	1.8
International Review of Food & Wine	1,372	5.76	0.9	238	200	36.5	22,341	44.3	2.3
Jet	6,500	9.35	4.2	695	700	32.0	14,122	63.3	2.4
Ladies' Home Journal	23,136	4.25	15.1	5,444	5,500	41.1	19,207	61.3	2.4
Life	15,975	13.12	10.4	1,218	1,200	33.3	19,042	36.1	1.9
MacFadden Women's Group (gross)	22,081	7.78	14.5	2,838	2,375	31.6	13,669	65.4	2.6

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Publication	Audience: Total audience (000)	Audience: Readers/ copy	Audience: Percent coverage	Circulation (000): At time of study	Circulation (000): Current rate base	Medians: Age (years)	Medians: Household income ($)	Readership: Percent in home	Readership: Mean reading days
MacFadden 'Small Trues' (gross)	13,211	13.36	8.7	989	—	30.0	12,920	68.5	2.7
Mademoiselle	5,117	5.67	3.3	902	900	28.5	20,473	41.2	2.1
McCalls	25,958	3.95	17.0	6,576	6,200	39.9	18,582	60.1	2.4
Mechanix Illustrated	9,449	5.57	6.2	1,695	1,600	35.9	20,961	53.6	2.3
Midnight Globe	3,612	2.42	2.4	1,491	—	37.0	15,375	70.1	1.9
Money	5,896	6.33	3.9	931	825	34.6	23,787	44.6	2.1
Motor Boating & Sailing	1,364	10.66	0.9	128	—	35.7	23,197	50.1	2.4
Motor Trend	5,335	7.29	3.5	732	750	30.8	21,172	40.8	2.0
Motorcyclist	1,977	12.59	1.3	157	175	26.3	20,060	48.5	2.4
Ms.	2,888	5.75	1.9	502	500	30.0	19,794	43.3	1.9
National Enquirer	17,512	3.77	11.4	4,642	5,200	38.0	16,235	67.1	2.0
National Geographic	29,877	3.59	19.5	8,332	8,400	40.1	21,599	64.3	2.8
National Lampoon	5,597	10.23	3.7	547	650	24.3	20,117	44.5	2.1
Natural History	1,890	4.02	1.2	470	460	37.9	23,038	48.9	2.3
Newsweek	23,661	8.16	15.5	2,900	2,950	35.2	21,682	45.5	2.0
New West	1,510	4.78	1.0	316	250	38.7	26,558	51.7	1.7
New Woman	3,007	2.85	2.0	1,054	1,200	30.6	20,960	53.3	2.4
New York Magazine	2,140	5.17	1.4	414	425	34.6	21,744	44.3	1.7
New York/New West (gross)	3,650	5.00	2.4	730	—	36.5	23,605	47.4	1.7
New York Times (Daily)	3,084	3.65	2.0	844	—	40.0	24,322	62.4	—
New York Times Magazine	4,249	3.07	2.8	1,382	1,477	38.0	24,101	67.3	1.8
The New Yorker	3,540	7.45	2.3	475	470	38.2	23,400	39.0	1.8
Omni	4,483	6.82	2.9	657	800	28.9	21,990	49.9	2.3
1,001 Decorating Ideas	7,319	8.26	4.8	886	1,100	33.6	20,995	56.2	2.6
Organic Gardening	5,147	4.48	3.4	1,149	1,250	41.5	18,321	71.7	2.8
Oui	5,048	7.36	3.3	686	850	28.3	21,467	41.2	2.3
Outdoor Life	10,431	6.38	6.8	1,635	1,500	34.4	19,503	53.7	2.3
Parade	39,145	1.82	25.6	21,469	21,644	42.0	19,362	—	—
Parents' Magazine	8,243	5.96	5.4	1,382	1,550	30.8	17,642	53.3	2.2
Penthouse	12,337	3.32	8.1	3,720	4,500	28.6	20,668	55.8	2.6
People	25,004	12.07	16.3	2,072	2,300	32.1	20,531	45.0	1.8
Petersen Action Group (gross)	30,548	9.44	19.9	3,235	3,455	28.6	20,325	45.6	2.4
Pickup Van & 4 WD	2,919	12.37	1.9	236	260	29.2	22,252	36.7	2.2
Playboy	21,965	4.72	14.4	4,650	5,000	30.6	20,483	58.3	2.6
Playgirl	4,637	7.44	3.0	623	725	28.4	17,410	53.6	2.4
Popular Hot Rodding	3,080	11.80	2.0	261	—	24.4	19,209	47.7	2.5
Popular Mechanics	13,185	8.49	8.6	1,553	1,600	36.8	20,404	50.4	2.4
Popular Science	8,910	5.49	5.8	1,623	1,800	37.2	21,649	49.1	2.4
Prevention	6,257	2.90	4.1	2,157	2,250	47.1	18,943	65.4	2.8
Progressive Farmer	2,824	2.95	1.8	958	800	48.7	16,557	64.2	2.2
Psychology Today	7,136	6.24	4.7	1,144	1,175	30.7	21,856	44.9	2.3
Reader's Digest	58,518	3.21	38.3	18,207	17,750	42.8	18,465	76.2	3.3
Redbook	17,850	4.25	11.7	4,197	4,300	35.6	19,434	60.4	2.4
Road & Track	4,077	7.66	2.7	532	630	27.8	22,035	41.5	2.1
Rolling Stone	5,377	8.49	3.5	633	700	23.7	18,124	52.4	2.1
The Rotarian	616	1.62	0.4	381	450	41.7	27,593	61.7	1.6
Saturday Evening Post	7,461	12.05	4.9	619	625	40.4	19,717	34.6	1.8
Saturday Review	1,983	3.74	1.3	530	500	35.7	20,210	38.9	1.9
Scientific American	3,299	5.93	2.2	556	600	33.9	25,817	44.3	2.3
Sea	721	4.40	0.5	164	—	33.8	22,028	46.6	2.2
Ski	2,528	6.48	1.7	390	410	28.5	27,005	46.1	2.0
Smithsonian	6,591	3.69	4.3	1,784	1,750	38.9	24,517	57.6	2.3
Southern Living	7,398	4.05	4.8	1,826	1,750	44.9	20,045	61.6	2.7
Sport	7,042	5.76	4.6	1,222	1,200	30.9	18,790	45.3	2.3
The Sporting News	2,796	7.77	1.8	360	425	32.6	20,645	48.6	2.2
Sports Afield	7,093	13.41	4.6	529	500	36.3	20,013	47.1	2.3
Sports Illustrated	17,415	7.67	11.4	2,272	2,250	32.4	21,534	52.8	2.1
The Star	11,083	3.71	7.2	2,989	3,250	34.8	15,649	68.7	2.0
Successful Farming	2,729	3.41	1.8	800	780	42.3	18,415	61.2	2.1
Sunday	42,384	1.93	27.7	21,904	21,732	42.7	19,816	—	—
Sunset	5,790	4.17	3.8	1,389	1,225	40.7	24,797	59.3	2.5
Tennis	2,237	5.08	1.5	440	460	29.1	23,584	50.3	2.2
Texas Monthly	1,651	6.40	1.1	258	275	30.9	21,852	42.6	2.0

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Publication	Audience: Total audience (000)	Audience: Readers/copy	Audience: Percent coverage	Circulation (000): At time of study	Circulation (000): Current rate base	Medians: Age (years)	Medians: Household income ($)	Readership: Percent in home	Readership: Mean reading days
Time	25,470	5.82	16.7	4,379	4,250	35.6	21,649	53.2	2.1
Town & Country	2,073	10.58	1.4	196	—	41.9	21,359	27.4	1.6
Travel & Leisure	3,249	3.65	2.1	889	925	42.2	28,840	53.2	1.9
Travel/Holiday	1,697	2.26	1.1	752	750	49.9	22,008	46.7	1.9
True Story	6,159	4.03	4.0	1,528	1,375	33.2	13,750	70.6	2.8
TV Guide	52,018	2.71	34.0	19,181	18,300	35.2	17,308	87.0	4.9
TWA Ambassador	699	2.28	0.2	307	307	38.1	29,791	15.1	1.7
U.S. News & World Report	11,154	5.39	7.3	2,069	2,000	40.6	22,486	46.8	2.1
Us	5,658	7.01	3.7	807	900	28.2	21,208	41.0	1.7
Vogue	7,740	8.56	5.1	904	950	33.0	20,985	36.4	2.0
Wall Street Journal	3,847	2.36	2.5	1,630	—	41.6	30,675	36.8	—
Weight Watchers	4,754	6.19	3.1	768	800	37.3	19,280	56.0	2.4
Woman's Day	28,586	4.07	18.7	7,016	8,000	40.6	18,856	73.6	2.6
Working Woman	2,093	5.86	1.4	357	400	31.7	20,648	42.6	2.1
World Tennis	1,576	4.17	1.0	378	475	30.6	23,555	45.4	2.0
Ziff-Davis Network (gross)	23,362	7.03	15.3	3,324	3,565	29.1	21,236	46.7	2.3

TOTAL MEN

Total male population	72,485	—	—	—	—	40.6	17,893	—	—
Air Group One (gross)	2,343	1.86	3.2	1,260	1,312	35.9	28,116	6.1	1.4
American Baby	757	.78	1.0	970	1,000	29.1	18,744	72.8	1.9
American Way	388	1.55	0.5	250	250	39.6	32,560	8.7	1.8
Apartment Life	1,586	1.85	2.2	857	800	28.8	17,910	46.0	2.1
Baby Talk	411	.49	0.6	839	850	28.9	19,895	65.0	1.8
Barron's	704	3.00	1.0	235	235	43.4	33,056	40.9	2.0
Better Homes & Gardens	10,118	1.26	14.0	8,041	8,000	40.8	21,675	66.4	2.1
Bon Appetit	1,123	1.00	1.5	1,124	1,100	37.2	27,544	66.3	2.1
Book Digest	1,094	.84	1.5	1,296	400	43.1	21,536	69.8	2.6
Bride's Magazine	525	1.94	0.7	271	—	25.3	18,370	33.1	1.7
Business Week	4,202	5.76	5.8	729	820	39.6	26,577	28.8	1.9
Car & Driver	3,975	5.93	5.5	670	725	27.7	20,286	44.3	2.3
Car Craft	2,442	6.92	3.4	353	375	24.7	19,498	38.5	2.4
CBS Automotive Group (gross)	8,247	7.62	11.4	1,082	1,240	27.5	21,944	37.2	2.3
CBS Special Interest Group (gross)	9,748	6.00	13.5	1,625	—	27.8	22,121	38.1	2.3
Chic	1,367	5.08	1.9	269	300	28.1	19,010	38.3	2.5
Conde Nast Package (gross)	6,995	1.44	9.6	4,872	—	34.2	21,239	46.5	1.8
Consumer Life	1,183	1.19	1.6	990	1,000	35.5	22,127	32.1	1.8
Cosmopolitan	3,457	1.39	4.8	2,489	2,250	29.9	23,044	47.2	1.7
The Country Gentleman	529	2.83	0.7	187	165	46.7	18,528	32.3	1.8
Cuisine	509	.63	0.7	809	800	38.0	27,235	62.7	2.4
Cycle Guide	1,366	13.52	1.9	101	185	25.5	20,311	41.8	2.6
Cycle World	2,168	6.90	3.0	314	800	25.9	21,712	36.5	2.4
Decorating & Craft Ideas	1,186	1.42	1.6	833	800	35.2	18,625	51.1	2.1
Dun's Review	575	2.25	0.8	256	—	40.9	37,290	15.7	1.9
East/West Ntwk Domestic Inflight (gross)	2,200	2.46	3.0	896	950	38.8	30,968	8.7	1.6
Ebony	3,663	2.98	5.1	1,229	1,250	34.2	16,509	59.7	2.5
Esquire	2,773	4.16	3.8	667	650	35.9	19,828	37.3	2.0
Essence	972	1.56	1.3	624	650	31.2	17,158	59.4	1.9
Family Circle	5,737	.79	7.9	7,255	8,100	40.1	21,327	71.8	1.8
Family Handyman	3,113	3.19	4.3	976	1,000	39.1	21,468	60.8	2.6
Family Health	1,080	1.30	1.5	828	800	41.1	19,175	41.7	1.9
Family Weekly	8,343	.69	11.5	12,034	12,300	42.9	19,444	—	—
Farm Journal	2,721	2.04	3.8	1,335	1,180	43.4	18,285	61.4	2.5
Field & Stream	10,742	5.18	14.8	2,072	2,000	34.1	19,845	45.2	2.4
Forbes	1,632	2.33	2.3	700	690	41.5	29,469	38.1	2.1
Fortune	2,196	3.62	3.0	607	670	36.7	31,116	30.0	2.0
Gallery	1,537	2.79	2.3	550	650	26.8	20,801	43.8	2.6
Games	809	1.53	1.1	528	600	30.8	18,911	51.2	2.7
Genesis	1,387	4.13	1.9	336	400	27.3	18,960	41.7	2.4

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Glamour	959	.54	1.3	1,782	1,700	28.3	23,759	56.3	1.8
Golf Digest	2,478	2.64	3.4	939	1,000	40.8	25,294	52.9	2.6
Golf Magazine	2,231	3.38	3.1	661	725	38.5	24,298	49.4	2.4
Good Housekeeping	6,327	1.27	8.7	4,986	5,000	40.3	21,326	67.6	1.9
Gourmet	1,039	1.79	1.4	582	650	38.5	29,817	56.6	2.2
Gentlemen's Quarterly	1,701	4.57	2.3	372	350	28.1	21,459	36.2	2.3
Grit	1,770	1.84	2.4	964	1,000	46.3	15,023	66.5	2.0
Guns & Ammo	4,127	9.32	5.7	443	475	31.2	19,734	44.1	2.7
Harpers/Atlantic (gross)	1,513	2.45	2.1	618	650	35.2	24,312	38.3	1.9
Harper's Bazaar	342	.58	0.5	590	—	35.7	25,000	25.1	1.7
Hot Rod	4,755	5.78	6.6	822	850	24.6	19,816	47.3	2.6
House & Garden	4,121	4.06	5.7	1,014	1,000	40.6	21,015	51.2	1.9
House Beautiful	1,726	2.07	2.4	835	800	38.8	23,597	55.4	1.9
Hustler	5,968	3.93	8.2	1,518	1,800	30.1	19,716	43.9	2.7
Industry Week	1,242	4.78	1.7	260	280	39.2	25,316	12.3	2.0
International Review of Food & Wine	602	2.53	0.8	238	200	32.5	22,977	46.0	2.3
Jet	3,082	4.43	4.3	695	700	32.0	16,015	60.2	2.3
Ladies' Home Journal	3,424	.63	4.7	5,444	5,500	40.8	21,362	72.1	1.8
Life	8,093	6.64	11.2	1,213	1,200	33.2	20,237	32.7	1.8
MacFadden Women's Group (gross)	3,554	1.25	4.8	2,838	2,375	32.3	16,625	49.6	1.8
MacFadden 'Small Trues' (gross)	1,749	1.77	2.4	989	—	31.5	15,262	54.1	1.8
Mademoiselle	420	.47	0.6	902	900	28.4	21,622	32.4	1.8
McCalls	3,861	.59	5.3	6,576	6,200	39.3	19,910	66.6	1.9
Mechanix Illustrated	7,669	4.52	10.6	1,695	1,600	35.5	21,055	49.9	2.5
Midnight Globe	1,225	.82	1.7	1,491	—	36.7	15,299	67.1	1.8
Money	3,685	3.96	5.1	931	825	34.0	24,181	39.2	2.1
Motor Boating & Sailing	1,072	8.38	1.5	128	—	35.6	23,067	46.2	2.5
Motor Trend	4,732	6.46	6.5	732	750	30.4	21,112	38.9	2.1
Motorcyclist	1,575	10.03	2.2	157	175	26.1	20,238	46.0	2.5
Ms.	559	1.11	0.8	502	500	30.8	18,496	35.1	1.6
National Enquirer	6,774	1.46	9.3	4,642	5,200	37.0	17,671	62.8	1.8
National Geographic	15,319	1.84	21.1	8,332	8,400	39.6	22,081	61.6	2.9
National Lampoon	4,112	7.52	5.7	547	650	24.5	20,521	43.4	2.1
Natural History	1,011	2.15	1.4	470	460	37.4	23,522	47.2	2.6
Newsweek	13,291	4.58	18.3	2,900	2,950	34.8	22,495	42.2	2.0
New West	803	2.54	1.1	316	250	38.0	26,848	53.7	1.8
New Woman	331	.31	0.5	1,054	1,200	32.1	25,952	46.5	1.9
New York Magazine	1,107	2.67	1.5	414	425	34.9	20,772	44.6	1.7
New York/New West (gross)	1,910	2.62	2.6	730	—	36.4	23,305	48.4	1.7
New York Times (Daily)	1,726	2.05	2.4	844	—	38.0	23,918	53.7	—
New York Times Magazine	2,120	1.53	2.9	1,382	1,477	37.0	24,015	64.4	1.7
The New Yorker	1,815	3.82	2.5	475	470	38.5	23,683	34.2	1.9
Omni	3,058	4.65	4.2	657	800	28.3	21,630	46.2	2.4
1,001 Decorating Ideas	1,525	1.72	2.1	886	1,100	32.7	20,876	56.4	2.2
Organic Gardening	2,369	2.06	3.3	1,149	1,250	41.3	19,141	70.1	2.8
Oui	3,987	5.81	5.5	686	850	28.9	21,764	39.4	2.4
Outdoor Life	7,521	4.60	10.4	1,635	1,500	34.5	19,962	50.0	2.6
Parade	19,315	.90	26.6	21,469	21,644	41.1	20,405	—	—
Parents' Magazine	1,799	1.30	2.5	1,382	1,550	31.7	18,894	63.2	1.9
Penthouse	9,778	2.63	13.5	3,720	4,500	29.0	20,844	53.3	2.7
People	10,455	5.05	14.4	2,072	2,300	31.6	21,657	39.6	1.7
Petersen Action Group (gross)	25,032	7.74	34.6	3,235	3,455	28.5	20,559	43.1	2.4
Pickup Van & 4 WD	2,467	10.45	3.4	236	260	28.6	22,180	34.6	2.3
Playboy	16,382	3.52	22.6	4,650	5,000	31.0	20,858	56.3	2.7
Playgirl	1,635	2.62	2.3	623	725	32.9	18,694	44.8	2.1
Popular Hot Rodding	2,599	9.96	3.6	261	—	24.2	19,489	46.4	2.6
Popular Mechanics	10,784	6.94	14.9	1,553	1,600	36.6	20,556	47.0	2.5
Popular Science	7,112	4.38	9.8	1,623	1,800	36.8	21,699	46.5	2.5
Prevention	1,890	.88	2.6	2,157	2,250	48.7	19,868	64.3	2.7
Progressive Farmer	1,531	1.60	2.1	958	800	45.4	18,786	60.4	2.2
Psychology Today	3,188	2.79	4.4	1,144	1,175	30.5	22,031	41.2	2.2
Reader's Digest	25,430	1.40	35.1	18,207	17,750	42.6	19,743	75.6	3.2
Redbook	2,663	.63	3.7	4,197	4,300	34.6	21,153	65.3	1.9

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Road & Track	3,612	6.79	5.0	532	630	27.6	21,889	39.4	2.2
Rolling Stone	3,474	5.49	4.8	633	700	23.7	18,514	50.9	2.2
The Rotarian	339	.89	0.5	381	450	44.4	26,042	55.5	1.6
Saturday Evening Post	3,402	5.50	4.7	619	625	37.0	20,922	31.2	1.8
Saturday Review	978	1.85	1.3	530	500	37.0	19,596	37.8	2.0
Scientific American	2,313	4.16	3.2	556	600	33.9	25,677	41.7	2.4
Sea	503	3.07	0.7	164	—	33.6	23,684	42.5	2.5
Ski	1,613	4.14	2.2	390	410	26.5	24,979	42.5	2.0
Smithsonian	3,271	1.83	4.5	1,784	1,750	38.3	24,469	56.6	2.4
Southern Living	2,442	1.34	3.4	1,826	1,750	44.1	22,944	61.8	2.4
Sport	5,622	4.60	7.8	1,222	1,200	30.3	19,100	43.3	2.4
Sporting News, The	2,362	6.56	3.3	360	425	32.6	20,994	46.1	2.3
Sports Afield	5,741	10.85	7.9	529	500	36.2	20,330	42.8	2.4
Sports Illustrated	13,111	5.77	18.1	2,272	2,250	32.3	21,651	51.8	2.2
The Star	3,928	1.31	5.4	2,989	3,250	34.8	17,254	61.5	1.8
Successful Farming	1,543	1.93	2.1	800	780	40.3	19,000	53.5	2.3
Sunday	20,088	.92	27.7	21,904	21,732	41.6	21,014	—	—
Sunset	2,170	1.56	3.0	1,389	1,225	40.7	27,102	62.1	2.4
Tennis	1,342	3.05	1.9	440	460	27.4	22,698	44.6	2.2
Texas Monthly	835	3.24	1.2	258	275	30.4	22,518	38.8	2.0
Time	13,882	3.17	19.2	4,379	4,250	34.9	22,291	50.9	2.1
Town & Country	606	3.09	0.8	196	—	41.2	19,459	30.9	1.4
Travel & Leisure	1,695	1.91	2.3	889	925	42.3	28,565	54.8	1.9
Travel/Holiday	781	1.04	1.1	752	750	47.7	23,286	40.3	1.6
True Story	900	.59	1.2	1,528	1,375	34.5	16,461	56.1	1.7
TV Guide	23,484	1.22	32.4	19,181	18,300	34.8	18,521	87.5	4.7
TWA Ambassador	422	1.37	0.3	307	307	38.6	32,227	3.8	1.5
U.S. News & World Report	6,940	3.35	9.6	2,069	2,000	39.9	23,234	42.8	2.1
Us	2,383	2.95	3.3	807	900	28.6	21,501	36.3	1.7
Vogue	970	1.07	1.3	904	950	31.2	21,178	30.5	1.6
Wall Street Journal	2,694	1.65	3.7	1,630	—	41.4	31,520	31.9	—
Weight Watchers	928	1.21	1.3	768	800	39.7	20,805	64.0	2.0
Woman's Day	3,482	.50	4.8	7,016	8,000	39.7	21,215	77.8	1.8
Working Woman	236	.66	0.3	357	400	30.6	21,875	27.1	1.8
World Tennis	998	2.64	1.4	378	475	28.2	22,860	42.8	2.1
Ziff-Davis Network (gross)	17,687	5.32	24.3	3,324	3,565	28.8	21,115	43.3	2.3

TOTAL WOMEN

Total female population	80,478	—	—	—	—	42.4	15,524	—	—
Air Group One (gross)	1,453	1.15	1.0	1,260	1,312	35.9	21,505	17.8	1.4
American Baby	2,941	3.03	3.7	970	1,000	26.8	18,530	53.3	2.3
American Way	297	1.19	0.2	250	250	37.2	20,444	14.1	1.4
Apartment Life	2,993	3.49	3.7	857	800	28.1	17,506	48.3	2.0
Baby Talk	2,269	2.70	2.8	839	850	27.5	18,111	45.9	2.1
Barron's	288	1.23	0.4	235	235	42.1	27,353	49.7	1.7
Better Homes & Gardens	27,228	3.39	33.8	8,041	8,000	39.7	18,976	60.7	2.6
Bon Appetit	2,900	2.58	3.6	1,124	1,100	39.2	25,759	59.9	2.5
Book Digest	1,902	1.47	2.4	1,296	400	41.1	20,403	64.0	2.5
Bride's Magazine	3,690	13.62	4.6	271	—	25.4	18,579	40.1	2.6
Business Week	1,673	2.29	2.1	729	820	35.1	24,372	39.5	1.7
Car & Driver	666	.99	0.8	670	725	28.0	22,250	54.1	2.1
Car Craft	378	1.07	0.5	353	375	28.0	17,201	49.2	2.0
CBS Automotive Group (gross)	1,517	1.40	1.9	1,082	1,240	29.9	22,126	55.8	2.0
CBS Special Interest Group (gross)	2,313	1.42	2.9	1,625	—	31.5	22,265	54.3	1.9
Chic	497	1.85	0.6	269	300	24.8	16,117	45.3	2.7
Conde Nast Package (gross)	36,670	7.53	45.6	4,872	—	32.6	19,765	43.8	2.2
Consumer Life	1,710	1.73	2.1	990	1,000	33.0	20,396	44.9	2.1
Cosmopolitan	11,404	4.58	14.2	2,489	2,250	30.1	18,905	54.0	2.5

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The Country Gentleman	485	2.59	0.6	187	165	45.9	18,548	58.1	2.1
Cuisine	1,335	1.65	1.7	809	800	40.7	23,412	66.1	2.6
Cycle Guide	352	3.49	0.4	101	185	28.1	21,121	62.8	2.1
Cycle World	600	1.91	0.7	314	800	28.0	20,570	60.2	2.3
Decorating & Craft Ideas	5,085	6.10	6.3	833	800	35.7	19,575	60.6	2.8
Dun's Review	221	.86	0.3	256	—	32.5	23,385	15.4	1.4
East/West Ntwk Domestic Inflight (gross)	1,306	1.46	0.7	896	950	34.3	24,952	22.0	1.6
Ebony	4,653	3.79	5.8	1,229	1,250	32.1	13,194	60.4	2.6
Esquire	2,016	3.02	2.5	667	650	33.9	16,155	47.4	1.8
Essence	2,338	3.75	2.9	624	650	29.9	14,927	66.6	3.0
Family Circle	26,194	3.61	32.5	7,255	8,100	40.6	18,954	72.8	2.7
Family Handyman	1,614	1.65	2.0	976	1,000	36.2	18,648	75.7	2.3
Family Health	2,905	3.51	3.6	828	800	40.4	18,444	44.5	2.2
Family Weekly	9,933	.83	12.3	12,034	12,300	43.3	17,115	—	—
Farm Journal	2,618	1.96	3.3	1,335	1,180	46.6	16,566	61.2	2.0
Field & Stream	3,907	1.89	4.9	2,072	2,000	35.1	18,865	61.7	1.8
Forbes	789	1.13	1.0	700	690	41.4	28,125	52.9	1.8
Fortune	1,019	1.68	1.3	607	670	37.1	26,840	35.7	1.7
Gallery	402	.73	0.5	550	650	25.8	16,163	43.3	2.1
Games	1,007	1.91	1.3	528	600	35.3	19,055	73.9	3.0
Genesis	346	1.03	0.4	336	400	27.3	10,612	46.5	1.8
Glamour	8,986	5.04	11.2	1,782	1,700	28.9	20,069	46.1	2.2
Golf Digest	856	.91	1.1	939	1,000	46.0	26,461	72.5	2.2
Golf Magazine	936	1.42	1.2	661	725	42.0	24,097	66.1	2.0
Good Housekeeping	26,245	5.26	32.6	4,986	5,000	38.8	18,298	62.1	2.7
Gourmet	2,261	3.88	2.8	582	650	42.3	25,840	51.6	2.3
Gentlemen's Quarterly	725	1.95	0.9	372	350	25.8	18,043	43.2	2.1
Grit	2,518	2.61	3.1	964	1,000	48.0	14,106	71.4	2.1
Guns & Ammo	664	1.50	0.8	443	475	28.4	18,508	63.9	1.9
Harpers/Atlantic (gross)	1,807	2.92	2.3	618	650	39.9	21,438	33.9	1.8
Harper's Bazaar	3,386	5.74	4.2	590	—	38.3	21,140	27.0	1.9
Hot Rod	1,210	1.47	1.5	822	850	24.4	17,663	53.0	2.0
House & Garden	12,527	12.35	15.6	1,014	1,000	39.4	18,984	47.4	2.2
House Beautiful	8,165	9.78	10.1	835	800	41.7	20,956	44.4	2.3
Hustler	1,554	1.02	1.9	1,518	1,800	24.8	15,697	63.8	2.4
Industry Week	319	1.23	0.4	260	280	32.1	24,709	11.6	1.2
International Review of Food & Wine	770	3.24	1.0	238	200	39.2	21,653	43.0	2.2
Jet	3,418	4.92	4.2	695	700	32.1	12,508	66.1	2.4
Ladies' Home Journal	19,712	3.62	24.5	5,444	5,500	41.2	18,795	59.5	2.5
Life	7,882	6.47	9.8	1,218	1,200	33.4	17,650	39.5	1.9
MacFadden Women's Group (gross)	18,527	6.53	22.9	2,838	2,375	31.4	13,098	68.4	2.8
MacFadden 'Small Trues' (gross)	11,462	11.59	14.2	989	—	29.7	12,456	70.7	2.9
Mademoiselle	4,697	5.21	5.8	902	900	28.5	20,361	41.9	2.1
McCalls	22,097	3.36	27.5	6,576	6,200	40.0	18,291	59.0	2.4
Mechanix Illustrated	1,780	1.05	2.2	1,695	1,600	37.2	20,582	69.7	1.7
Midnight Globe	2,387	1.60	3.0	1,491	—	37.2	15,411	71.6	1.9
Money	2,211	2.37	2.7	931	825	36.0	23,000	53.6	1.9
Motor Boating & Sailing	292	2.28	0.4	128	—	35.9	23,841	64.4	2.0
Motor Trend	603	.82	0.7	732	750	33.5	21,582	55.7	1.9
Motorcyclist	402	2.56	0.5	157	175	27.2	19,353	58.2	1.9
Ms.	2,329	4.64	2.9	502	500	29.7	20,246	45.3	1.9
National Enquirer	10,738	2.31	13.3	4,642	5,200	38.6	15,274	69.8	2.1
National Geographic	14,558	1.75	18.1	8,332	8,400	40.6	21,009	67.0	2.8
National Lampoon	1,485	2.71	1.8	547	650	23.7	18,902	47.5	2.1
Natural History	879	1.87	1.1	470	460	38.4	22,396	50.9	2.0
Newsweek	10,370	3.58	12.9	2,900	2,950	35.8	20,499	49.7	1.9
New West	707	2.24	0.9	316	250	39.3	26,065	49.4	1.6
New Woman	2,676	2.54	3.3	1,054	1,200	30.4	20,429	54.2	2.5
New York Magazine	1,033	2.50	1.3	414	425	34.4	22,655	44.0	1.7
New York/New West (gross)	1,740	2.38	2.2	730	*	36.5	23,888	46.2	1.6

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New York Times (Daily)	1,358	1.61	1.7	844	—	42.6	24,663	73.4	1.8
New York Times Magazine	2,129	1.54	2.6	1,382	1,477	39.0	24,184	70.2	—
The New Yorker	1,725	3.63	2.1	475	470	38.0	23,148	44.1	1.8
Omni	1,425	2.17	1.8	657	800	30.2	22,903	57.7	2.2
1,001 Decorating Ideas	5,794	6.54	7.2	886	1,100	33.8	21,027	56.1	2.7
Organic Gardening	2,778	2.42	3.5	1,149	1,250	41.7	17,544	73.1	2.9
Oui	1,061	1.55	1.3	686	850	26.2	20,787	48.2	1.9
Outdoor Life	2,910	1.78	3.6	1,635	1,500	34.2	18,431	63.4	1.8
Parade	19,830	.92	24.6	21,469	21,644	42.9	18,304	—	—
Parents' Magazine	6,444	4.66	8.0	1,382	1,550	30.6	17,136	50.5	2.3
Penthouse	2,559	.69	3.2	3,720	4,500	27.0	19,920	65.7	2.3
People	14,549	7.02	18.1	2,072	2,300	32.4	19,687	48.8	1.9
Petersen Action Group (gross)	5,516	1.71	6.9	3,235	3,455	28.9	19,186	56.8	2.0
Pickup Van & 4 WD	452	1.92	0.6	236	260	32.2	22,679	48.5	1.9
Playboy	5,583	1.20	6.9	4,650	5,000	29.5	19,419	64.2	2.1
Playgirl	3,002	4.82	3.7	623	725	25.7	16,640	58.4	2.5
Popular Hot Rodding	481	1.84	0.6	261	—	27.1	17,759	54.5	2.2
Popular Mechanics	2,401	1.55	3.0	1,553	1,600	37.9	19,620	65.4	1.9
Popular Science	1,798	1.11	2.2	1,623	1,800	38.5	21,364	59.4	2.1
Prevention	4,367	2.02	5.4	2,157	2,250	46.4	18,528	65.8	2.9
Progressive Farmer	1,293	1.35	1.6	958	800	52.1	14,039	68.8	2.1
Psychology Today	3,948	3.45	4.9	1,144	1,175	30.9	21,717	47.8	2.4
Reader's Digest	33,088	1.82	41.1	18,207	17,750	42.9	17,375	76.7	3.3
Redbook	15,187	3.62	18.9	4,197	4,300	35.8	19,091	59.6	2.5
Road & Track	465	.87	0.6	532	630	29.5	23,036	57.2	1.7
Rolling Stone	1,903	3.01	2.4	633	700	23.7	17,148	55.1	1.9
The Rotarian	277	.73	0.3	381	450	40.5	30,357	69.3	1.7
Saturday Evening Post	4,059	6.56	5.0	619	625	42.4	18,630	37.4	1.9
Saturday Review	1,005	1.90	1.2	530	500	34.7	20,776	39.9	1.8
Scientific American	986	1.77	1.2	556	600	33.9	26,148	50.3	2.1
Sea	218	1.33	0.3	164	—	34.2	17,300	56.0	1.5
Ski	915	2.35	1.1	390	410	32.0	29,869	52.5	1.9
Smithsonian	3,320	1.86	4.1	1,784	1,750	39.4	24,564	58.7	2.3
Southern Living	4,956	2.71	6.2	1,826	1,750	45.3	18,845	61.5	2.8
Sport	1,420	1.16	1.8	1,222	1,200	33.6	17,392	53.5	1.8
The Sporting News	434	1.21	0.5	360	425	32.5	17,546	62.2	1.5
Sports Afield	1,352	2.56	1.7	529	500	36.7	18,635	65.1	2.0
Sports Illustrated	4,304	1.89	5.3	2,272	2,250	32.7	21,039	55.9	1.6
The Star	7,155	2.39	8.9	2,989	3,250	34.7	14,701	72.6	2.1
Successful Farming	1,186	1.48	1.5	800	780	44.7	17,430	71.1	1.8
Sunday	22,296	1.02	27.7	21,904	21,732	43.8	18,632	—	—
Sunset	3,620	2.61	4.5	1,389	1,225	40.7	23,439	57.7	2.5
Tennis	895	2.03	1.1	440	460	31.3	24,872	58.9	2.1
Texas Monthly	816	3.16	1.0	258	275	31.6	21,288	46.4	2.0
Time	11,588	2.65	14.4	4,379	4,250	36.5	20,746	55.9	2.1
Town & Country	1,467	7.48	1.8	196	—	42.3	22,113	26.0	1.7
Travel & Leisure	1,554	1.75	1.9	889	925	42.1	29,149	51.4	1.8
Travel/Holiday	916	1.22	1.1	752	750	51.4	20,071	52.2	2.3
True Story	5,259	3.44	6.5	1,528	1,375	33.0	13,316	73.1	3.0
TV Guide	28,534	1.49	35.5	19,181	18,300	35.6	16,112	86.5	5.0
TWA Ambassador	277	.90	0.2	307	307	37.1	22,290	32.4	1.9
U.S. News & World Report	4,214	2.04	5.2	2,069	2,000	41.9	21,186	53.4	2.0
Us	3,275	4.06	4.1	807	900	27.8	20,960	44.4	1.7
Vogue	6,770	7.49	8.4	904	950	33.4	20,963	37.3	2.1
Wall Street Journal	1,153	.71	1.4	1,630	—	42.0	28,342	48.2	—
Weight Watchers	3,826	4.98	4.8	768	—	36.6	18,931	54.1	2.5
Woman's Day	25,104	3.58	31.2	7,016	8,000	40.7	18,479	73.0	2.7
Working Woman	1,857	5.20	2.3	357	400	31.9	20,578	44.6	2.2
World Tennis	578	1.53	0.7	378	475	35.0	24,965	50.0	1.9
Ziff-Davis Network (gross)	5,675	1.71	7.0	3,324	3,565	30.2	21,622	57.4	2.1

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STARCH INRA HOOPER
1979 PRIMARY RESEARCH STUDY

THE 1979 Starch Primary Readership Study of The Prime Magazine Consumers was designed to measure the primary readers of 18 leading consumer publications. Primary readers are defined as those readers in households in which some member obtained the publication either through subscription or single-copy purchase.

The study was based upon a national area probability sample of 5,143 adults (18 years or older) in 3,131 households in the 48 contiguous states. All data were collected during a single personal interview that averaged 40 to 50 minutes in length. Field interviewing took place between November, 1978 and March, 1979. Interviews were conducted with all adults in selected households. The measurement technique used consisted of six months screening and recognition of publication covers and tables of contents to provide a method of identifying average issue readers. Publications were selected primarily according to circulation size.

The tables that follow give primary readership figures for these 18 publications for adults, men and women by age, income, occupation, education, marital status and county size. Additional information is available that describes these readers by activity and involvement, exposure to other media, marketing behavior and qualitative measures. Contact Starch INRA Hooper, 566 E. Boston Post Road, Mamaroneck, NY 10543, (914) 698-0800.

CIRCULATION

Magazine	ABC circulation at time of study*	Reported primary households
Better Homes and Gardens	7,849	7,832
Family Circle	7,960	7,947
Family Weekly	11,506	11,531
Good Housekeeping	5,096	5,133
Ladies' Home Journal	5,778	5,769
McCall's	6,296	6,308
National Geographic	8,245	8,213
Newsweek	2,830	2,823
Outdoor Life/Popular Science	3,264	3,288
Parade	21,011	21,022
Penthouse	3,586	3,574
Playboy	5,026	5,027
Reader's Digest	17,899	17,885
Redbook	4,300	4,298
Time	4,271	4,271
TV Guide	19,785	19,757
Woman's Day	7,697	7,695

* Survey weighted average of test issues for the 48 contiguous states.
Source: Audit Bureau of Circulations and advance estimates from publishers.

SEX

	Total	Men	Women
Total	151,920	71,932	79,988
Pct. coverage	100.0	100.0	100.0
Pct. composition	100.0	47.3	52.7
Better Homes & Gardens	9,805	2,268	7,537
Pct. coverage	6.5	3.2	9.4
Pct. composition	100.0	23.1	76.9
Family Circle	10,097	1,606	8,491
Pct. coverage	6.6	2.2	10.6
Pct. composition	100.0	15.9	84.1
Family Weekly	15,030	6,703	8,327
Pct. coverage	9.9	9.3	10.4
Pct. composition	100.0	44.6	55.4
Good Housekeeping	5,981	747*	5,234
Pct. coverage	3.9	1.0	6.5
Pct. composition	100.0	12.5	87.5
Ladies' Home Journal	6,863	1,456	5,407
Pct. coverage	4.5	2.0	6.8
Pct. composition	100.0	21.2	78.8
McCall's	7,741	1,320	6,421
Pct. coverage	5.1	1.8	8.0
Pct. composition	100.0	17.1	82.9
National Geographic	12,822	7,296	5,526
Pct. coverage	8.4	10.1	6.9
Pct. composition	100.0	56.9	43.1
Newsweek	4,048	2,366	1,682
Pct. coverage	2.7	3.3	2.1
Pct. composition	100.0	58.4	41.6
Outdoor Life/Popular Science	3,978	2,928	1,050
Pct. coverage	2.6	4.1	1.3
Pct. composition	100.0	73.6	26.4
Parade	29,203	13,775	15,428
Pct. coverage	19.2	19.2	19.3
Pct. composition	100.0	47.2	52.8
Penthouse	4,821	3,845	976
Pct. coverage	3.2	5.3	1.2
Pct. composition	100.0	79.8	20.2
Playboy	7,488	5,638	1,850
Pct. coverage	4.9	7.8	2.3
Pct. composition	100.0	75.3	24.7
Reader's Digest	27,052	12,238	14,814
Pct. coverage	17.8	17.0	18.5
Pct. composition	100.0	45.2	54.8
Redbook	5,452	985*	4,467
Pct. coverage	3.6	1.4	5.6
Pct. composition	100.0	18.1	81.9
Time	6,630	3,575	3,054
Pct. coverage	4.4	5.0	3.8
Pct. composition	100.0	53.9	46.1
TV Guide	33,013	15,293	17,720
Pct. coverage	21.7	21.3	22.2
Pct. composition	100.0	46.3	53.7
Woman's Day	9,851	1,180	8,671
Pct. coverage	6.5	1.6	10.8
Pct. composition	100.0	12.0	88.0

*Unstable data.

TOTAL ADULTS

Magazine	Total	AGE 18–24 years	25–34 years	35–49 years	50–64 years	65 years & over	18–49 years	COUNTY SIZE A County	B County	C & D County
Total	151,920	28,141	33,256	35,359	32,551	22,613	96,756	60,692	42,972	48,256
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	18.5	21.9	23.3	21.4	14.9	63.7	39.9	28.3	31.8
Better Homes & Gardens	9,805	915*	2,192	3,116	2,434	1,148	6,223	3,843	2,559	3,403
Pct. composition	6.5	3.3	6.6	8.8	7.5	5.1	6.4	6.3	6.0	7.1
Pct. coverage	100.0	9.3	22.4	31.8	24.8	11.7	63.5	39.2	26.1	34.7
Family Circle	10,097	1,214	2,738	2,948	2,594	603*	6,900	4,170	3,118	2,809
Pct. composition	6.6	4.3	8.2	8.3	8.0	2.7	7.1	6.9	7.3	5.8
Pct. coverage	100.0	12.0	27.1	29.2	25.7	6.0	68.3	41.3	30.9	27.8
Family Weekly	15,030	2,898	2,930	4,161	3,221	1,820	9,989	3,786	4,067	7,177
Pct. composition	9.9	10.3	8.8	11.8	9.9	8.0	10.3	6.2	9.5	14.9
Pct. coverage	100.0	19.3	19.5	27.7	21.4	12.1	66.5	25.2	27.1	47.8
Good Housekeeping	5,981	572*	1,631	1,538	1,601	639*	3,741	2,757	1,182	2,042
Pct. composition	3.9	2.0	4.9	4.3	4.9	2.8	3.9	4.5	2.8	4.2
Pct. coverage	100.0	9.6	27.3	25.7	26.8	10.7	62.5	46.1	19.8	34.1
Ladies' Home Journal	6,863	1,130	1,395	1,878	1,379	1,081	4,403	2,606	1,969	2,288
Pct. composition	4.5	4.0	4.2	5.3	4.2	4.8	4.6	4.3	4.6	4.7
Pct. coverage	100.0	16.5	20.3	27.4	20.1	15.8	64.2	38.0	28.7	33.3
McCall's	7,741	953	1,557	2,163	1,843	1,225	4,673	3,346	1,815	2,580
Pct. composition	5.1	3.4	4.7	6.1	5.7	5.4	4.8	5.5	4.2	5.3
Pct. coverage	100.0	12.3	20.1	27.9	23.8	15.8	60.4	43.2	23.4	33.3
National Geographic	12,822	1,893	2,498	3,876	2,981	1,574	8,267	5,854	3,703	3,265
Pct. composition	8.4	6.7	7.5	11.0	9.2	7.0	8.5	9.6	8.6	6.8
Pct. coverage	100.0	14.8	19.5	30.2	23.2	12.3	64.5	45.7	28.9	25.5
Newsweek	4,048	648*	1218*	1,148	804*	230*	3,014	2,224	1,058	766*
Pct. composition	2.7	2.3	3.7	3.2	2.5	1.0	3.1	3.7	2.5	1.6
Pct. coverage	100.0	16.0	30.1	28.4	19.9	5.7	74.5	54.9	26.1	18.9
Outdoor Life/Popular Science	3,978	674*	687*	1,416	950*	251*	2,777	2,021	1,032	925
Pct. composition	2.6	2.4	2.1	4.0	2.9	1.1	2.9	3.3	2.4	1.9
Pct. coverage	100.0	16.9	17.3	35.6	23.9	6.3	69.8	50.8	25.9	23.3
Parade	29,203	4,348	6,617	7,688	6,700	3,850	18,653	10,594	13,707	4,902
Pct. composition	19.2	15.5	19.9	21.7	20.6	17.0	19.3	17.5	31.9	10.2
Pct. coverage	100.0	14.9	22.7	26.3	22.9	13.2	63.9	36.3	46.9	16.8
Penthouse	4,821	1,736	1,581	1031*	291*	182*	4,348	1,717	1,962	1,142
Pct. composition	3.2	6.2	4.8	2.9	0.9	0.8	4.5	2.8	4.6	2.4
Pct. coverage	100.0	36.0	32.8	21.4	6.0	3.8	90.2	35.6	40.7	23.7
Playboy	7,488	2,801	2,562	1,525	464*	136*	6,888	2,681	3,111	1,696
Pct. composition	4.9	10.0	7.7	4.3	1.4	0.6	7.1	4.4	7.2	3.5
Pct. coverage	100.0	37.4	34.2	20.4	6.2	1.8	92.0	35.8	41.5	22.6
Reader's Digest	27,052	3,569	5,245	6,363	7,133	4,742	15,177	9,757	7,456	9,839
Pct. composition	17.8	12.7	15.8	18.0	21.9	21.0	15.7	16.1	17.4	20.4
Pct. coverage	100.0	13.2	19.4	23.5	26.4	17.5	56.1	36.1	27.6	36.4
Redbook	5,452	999	1,614	651*	1,481	707*	3,264	2,206	1,496	1,750
Pct. composition	3.6	3.5	4.9	1.8	4.5	3.1	3.4	3.6	3.5	3.6
Pct. coverage	100.0	18.3	29.6	11.9	27.2	13.0	59.9	40.5	27.4	32.1
Time	6,630	1,522	1,724	1,449	1,292	644*	4,594	3,907	1,600	1,123
Pct. composition	4.4	5.4	5.2	4.1	4.0	2.8	4.9	6.4	3.7	2.3
Pct. coverage	100.0	23.0	26.0	21.9	19.5	9.7	70.8	58.9	24.1	16.9
TV Guide	33,013	7,500	9,203	7,774	5,715	2,821	24,477	12,283	10,123	10,607
Pct. composition	21.7	26.7	27.7	22.0	17.6	12.5	25.3	20.2	23.6	22.0
Pct. coverage	100.0	22.7	27.9	23.5	17.3	8.5	74.1	37.2	30.7	32.1
Woman's Day	9,851	1,481	1,990	3,336	2,406	638*	6,807	4,430	2,516	2,905
Pct. composition	6.5	5.3	6.0	9.4	7.4	2.8	7.0	7.3	5.9	6.0
Pct. coverage	100.0	15.0	20.2	33.9	24.4	6.5	69.1	45.0	25.5	29.5

*Unstable data.

MARITAL STATUS

HOUSEHOLD INCOME

Magazine	Total	Married	Single	Divorced Wid/Sep	$25,000 & over	$20,000 & over	$15,000 -19,999	$10,000 -14,999	Under $10,000
Total	151,920	100,244	27,480	24,196	41,340	59,860	24,866	24,731	42,463
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	66.0	18.1	15.9	27.2	39.4	16.4	16.3	28.0
Better Homes & Gardens	9,805	7,255	1,262	1,288	4,341	5,336	1,510	1,271	1,688
Pct. composition	6.5	7.2	4.6	5.3	10.5	8.9	6.1	5.1	4.0
Pct. coverage	100.0	74.0	12.9	13.1	44.3	54.4	15.4	13.0	17.2
Family Circle	10,097	7,212	1,348	1,537	3,083	4,901	1,690	1,276	2,230
Pct. composition	6.6	7.2	4.9	6.4	7.5	8.2	6.8	5.2	5.3
Pct. coverage	100.0	71.4	13.4	15.2	30.5	48.5	16.7	12.6	22.1
Family Weekly	15,030	10,979	2,473	1,578	5,055	6,997	2,803	2,216	3,014
Pct. composition	9.9	11.0	9.0	6.5	12.2	11.7	11.3	9.0	7.1
Pct. coverage	100.0	73.0	16.5	10.5	33.6	46.6	18.6	14.7	20.1
Good Housekeeping	5,981	4,147	820*	1,014	2,000	2,981	1034*	912	1,054
Pct. composition	3.9	4.1	3.0	4.2	4.8	5.0	4.2	3.7	2.5
Pct. coverage	100.0	69.3	13.7	17.0	33.4	49.8	17.3	15.2	17.6
Ladies' Home Journal	6,863	4,558	861*	1,444	2,198	3,287	999	781	1,796
Pct. composition	4.5	4.5	3.1	6.0	5.3	5.5	4.0	3.2	4.2
Pct. coverage	100.0	66.4	12.5	21.0	32.0	47.9	14.6	11.4	26.2
McCall's	7,741	5,250	911*	1,580	2,340	3,496	1,438	1,045	1,762
Pct. composition	5.1	5.2	3.3	6.5	5.7	5.8	5.8	4.2	4.1
Pct. coverage	100.0	67.8	11.8	20.4	30.2	45.2	18.6	13.5	22.8
National Geographic	12,822	9,522	2,208	1,092	6,531	8,123	1,143	1,683	1,873
Pct. composition	8.4	9.5	8.0	4.5	15.8	13.6	4.6	6.8	4.4
Pct. coverage	100.0	74.3	17.2	8.5	50.9	63.4	8.9	13.1	14.6
Newsweek	4,048	2,924	765*	359*	1,833	2,472	317*	547*	712*
Pct. composition	2.7	2.9	2.8	1.5	4.4	4.1	1.3	2.2	1.7
Pct. coverage	100.0	72.2	18.9	8.9	45.3	61.1	7.8	13.5	17.6
Outdoor Life/Popular Science	3,978	3,026	565*	387*	1,757	2,221	706*	429*	622*
Pct. composition	2.6	3.0	2.1	1.6	4.3	3.7	2.8	1.7	1.5
Pct. coverage	100.0	76.1	14.2	9.7	44.2	55.8	17.7	10.8	15.6
Parade	29,203	20,082	4,814	4,307	9,313	13,751	4,544	3,838	7,070
Pct. composition	19.2	20.0	17.5	17.8	22.5	23.0	18.3	15.5	16.6
Pct. coverage	100.0	68.8	16.5	14.7	31.9	47.1	15.6	13.1	24.2
Penthouse	4,821	2,765	1,503	553*	2,087	2,474	1181*	581*	585*
Pct. composition	3.2	2.8	5.5	2.3	5.0	4.1	4.7	2.3	1.4
Pct. coverage	100.0	57.4	31.2	11.5	43.3	51.3	24.5	12.1	12.1
Playboy	7,488	4,292	2,625	571*	3,398	4,437	1,533	797	721*
Pct. composition	4.9	4.3	9.6	2.4	8.2	7.4	6.2	3.2	1.7
Pct. coverage	100.0	57.3	35.1	7.6	45.4	59.3	20.5	10.6	9.6
Reader's Digest	27,052	19,318	3,777	3,957	8,387	12,585	4,065	4,509	5,893
Pct. composition	17.8	19.3	13.7	16.4	20.3	21.0	16.3	18.2	13.9
Pct. coverage	100.0	71.4	14.0	14.6	31.0	46.5	15.0	16.7	21.8
Redbook	5,452	3,510	980	962*	1,626	2,401	1,117	918	1016*
Pct. composition	3.6	3.5	3.6	4.0	3.9	4.0	4.5	3.7	2.4
Pct. coverage	100.0	64.4	18.0	17.6	29.8	44.0	20.5	16.8	18.6
Time	6,630	3,966	1,729	934*	3,029	3,761	1122*	670*	1077*
Pct. composition	4.4	4.0	6.3	3.9	7.3	6.3	4.5	2.7	2.5
Pct. coverage	100.0	59.8	26.1	14.1	45.7	56.7	16.9	10.1	16.2
TV Guide	33,013	21,919	6,202	4,892	9,152	13,831	6,405	4,657	8,120
Pct. composition	21.7	21.9	22.6	20.2	22.1	23.1	25.8	18.8	19.1
Pct. coverage	100.0	66.4	18.8	14.8	27.7	41.9	19.4	14.1	24.6
Woman's Day	9,851	6,478	1,546	1,827	3,216	4,567	1,893	1,275	2,116
Pct. composition	6.5	6.5	5.6	7.6	7.8	7.6	7.6	5.2	5.0
Pct. coverage	100.0	65.8	15.7	18.5	32.6	46.4	19.2	12.9	21.5

*Unstable data.

Magazine	Total	OCCUPATION: Prof/ Mgrl	Clerical/ Sales	Crafts/ Foreman	Other empl	Not empl	EDUCATION: Coll grad	Some college	HS grad	Not HS grad
Total	151,920	24,740	21,217	10,995	32,490	62,478	21,329	24,426	57,673	48,492
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	16.3	14.0	7.2	21.4	41.1	14.0	16.1	38.0	31.9
Better Homes & Gardens	9,805	1,818	1,738	487*	1,007	4,755	1,646	2,094	4,387	1,678
Pct. composition	6.5	7.3	8.2	4.4	3.1	7.6	7.7	8.6	7.6	3.5
Pct. coverage	100.0	18.5	17.7	5.0	10.3	48.5	16.8	21.4	44.7	17.1
Family Circle	10,097	1,718	2,399	272*	1,180	4,528	1,274	1,985	4,780	2,058
Pct. composition	6.6	6.9	11.3	2.5	3.6	7.2	6.0	8.1	8.3	4.2
Pct. coverage	100.0	17.0	23.8	2.7	11.7	44.8	12.6	19.7	47.3	20.4
Family Weekly	15,030	2,606	1,980	1,132	3,827	5,485	1,756	2,555	6,247	4,472
Pct. composition	9.9	10.5	9.3	10.3	11.8	8.8	8.2	10.5	10.8	9.2
Pct. coverage	100.0	17.3	13.2	7.5	25.5	36.5	11.7	17.0	41.6	29.8
Good Housekeeping	5,981	1,269	986	189*	474*	3,063	899*	1,537	2,443	1,102
Pct. composition	3.9	5.1	4.6	1.7	1.5	4.9	4.2	6.3	4.2	2.3
Pct. coverage	100.0	21.2	16.5	3.2	7.9	51.2	15.0	25.7	40.8	18.4
Ladies' Home Journal	6,863	1,404	1,031	229*	733*	3,466	1,073	1,702	2,813	1,275
Pct. composition	4.5	5.7	4.9	2.1	2.3	5.5	5.0	7.0	4.9	2.6
Pct. coverage	100.0	20.5	15.0	3.3	10.7	50.5	15.6	24.8	41.0	18.6
McCall's	7,741	1,512	1,105	395*	951	3,778	966	1,636	3,188	1,951
Pct. composition	5.1	6.1	5.2	3.6	2.9	6.0	4.5	6.7	5.5	4.0
Pct. coverage	100.0	19.5	14.3	5.1	12.3	48.8	12.5	21.1	41.2	25.2
National Geographic	12,822	4,184	2,035	964	1,849	3,790	4,045	3,077	4,245	1,455
Pct. composition	8.4	16.9	9.6	8.8	5.7	6.1	19.0	12.6	7.4	3.0
Pct. coverage	100.0	32.6	15.9	7.5	14.4	29.6	31.5	24.0	33.1	11.3
Newsweek	4,048	1,123	672*	232*	739*	1,282	1,109	1072*	1,222	645*
Pct. composition	2.7	4.5	3.2	2.1	2.3	2.1	5.2	4.4	2.1	1.3
Pct. coverage	100.0	27.7	16.6	5.7	18.3	31.7	27.4	26.5	30.2	15.9
Outdoor Life/Popular Science	3,978	1,232	520*	516*	765*	945	767*	994*	1,501	716*
Pct. composition	2.6	5.0	2.5	4.7	2.4	1.5	3.6	4.1	2.6	1.5
Pct. coverage	100.0	31.0	13.1	13.0	19.2	23.8	19.3	25.0	37.7	18.0
Parade	29,203	6,060	4,513	2,200	4,561	11,869	5,192	5,379	11,504	7,128
Pct. composition	19.2	24.5	21.3	20.0	14.0	19.0	24.3	22.0	19.9	14.7
Pct. coverage	100.0	20.8	15.5	7.5	15.6	40.6	17.8	18.4	39.4	24.4
Penthouse	4,821	749*	918*	980*	1,093	1,081	676*	875*	2,207	1,063*
Pct. composition	3.2	3.0	4.3	8.9	3.4	1.7	3.2	3.6	3.8	2.2
Pct. coverage	100.0	15.5	19.0	20.3	22.7	22.4	14.0	18.1	45.8	22.0
Playboy	7,488	1,786	1,498	1,290	1,678	1,236	1,496	1,710	3,297	985*
Pct. composition	4.9	7.2	7.1	11.7	5.2	2.0	7.0	7.0	5.7	2.0
Pct. coverage	100.0	23.9	20.0	17.2	22.4	16.5	20.0	22.8	44.0	13.2
Reader's Digest	27,052	4,325	4,263	1,795	5,181	11,488	4,299	5,210	10,947	6,596
Pct. composition	17.8	17.5	20.1	16.3	15.9	18.4	20.2	21.3	19.0	13.6
Pct. coverage	100.0	16.0	15.8	6.6	19.2	42.5	15.9	19.3	40.5	24.4
Redbook	5,452	902	900*	286*	807*	2,557	732	1,193	2,293	1,234*
Pct. composition	3.6	3.6	4.2	2.6	2.5	4.1	3.4	4.9	4.0	2.5
Pct. coverage	100.0	16.5	16.5	5.2	14.8	46.9	13.4	21.9	42.1	22.6
Time	6,630	2,291	707*	639*	1,055*	1,928	2,308	1,280	2,062	981*
Pct. composition	4.4	9.3	3.3	5.9	3.2	3.1	10.8	5.2	3.6	2.0
Pct. coverage	100.0	34.6	10.7	9.8	15.9	29.1	34.8	19.3	31.1	14.8
TV Guide	33,013	5,188	4,823	2,941	7,595	12,466	3,702	6,207	13,854	9,250
Pct. composition	21.7	21.0	22.7	26.7	23.4	20.0	17.4	25.4	24.0	19.1
Pct. coverage	100.0	15.7	14.6	8.9	23.0	37.8	11.2	18.8	42.0	28.0
Woman's Day	9,851	1,740	1,862	216*	992	5,041	1,414	2,215	4,094	2,128
Pct. composition	6.5	7.0	8.8	2.0	3.1	8.1	6.6	9.1	7.1	4.4
Pct. coverage	100.0	17.7	18.9	2.2	10.1	51.2	14.4	22.5	41.6	21.6

*Unstable data.

TOTAL MEN

AGE

COUNTY SIZE

Magazine	Total	18–24 years	25–34 years	35–49 years	50–64 years	65 years & over	18–49 years	A County	B County	C & D County
Total	71,932	13,769	16,370	16,898	15,672	9,223	47,037	29,412	19,479	23,041
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	19.1	22.8	23.5	21.8	12.8	65.4	40.9	27.1	32.0
Better Homes & Gardens	2,268	195*	326*	903*	638*	206*	1,424	842*	566*	860*
Pct. composition	3.2	1.4	2.0	5.3	4.1	2.2	3.0	2.9	2.9	3.7
Pct. coverage	100.0	8.6	14.4	39.8	28.1	9.1	62.8	37.1	25.0	37.9
Family Circle	1,606	186*	213*	611*	464*	132*	1,010	535*	558*	513*
Pct. composition	2.2	1.4	1.3	3.6	3.0	1.4	2.1	1.8	2.9	2.2
Pct. coverage	100.0	11.6	13.3	38.0	28.9	8.2	62.9	33.3	34.7	31.9
Family Weekly	6,703	1,360	1,251	1,840	1,535	717*	4,451	1,762	1,804	3,137
Pct. composition	9.3	9.9	7.6	10.9	9.8	7.8	9.5	6.0	9.3	13.6
Pct. coverage	100.0	20.3	18.7	27.5	22.9	10.7	66.4	26.3	26.9	46.8
Good Housekeeping	747*	22*	78*	301*	235*	111*	401*	342*	103*	302*
Pct. composition	1.0	0.2	0.5	1.8	1.5	1.2	0.9	1.2	0.5	1.3
Pct. coverage	100.0	2.9	10.4	40.3	31.5	14.9	53.7	45.8	13.8	40.4
Ladies' Home Journal	1,456	208*	167*	682*	236*	163*	1,057	476*	373*	607*
Pct. composition	2.0	1.5	1.0	4.0	1.5	1.8	2.2	1.6	1.9	2.6
Pct. coverage	100.0	14.3	11.5	46.8	16.2	11.2	72.6	32.7	25.6	41.7
McCall's	1,320	104*	167*	413*	401*	235*	684*	359*	358*	603*
Pct. composition	1.8	0.8	1.0	2.4	2.6	2.5	1.5	1.2	1.8	2.6
Pct. coverage	100.0	7.9	12.7	31.3	30.4	17.8	51.8	27.2	27.1	45.7
National Geographic	7,296	1,146*	1,417	2,030	1,870	833	4,593	3,370	2,023	1,903
Pct. composition	10.1	8.3	8.7	12.0	11.9	9.0	9.8	11.5	10.4	8.3
Pct. coverage	100.0	15.7	19.4	27.8	25.6	11.4	63.0	46.2	27.7	26.1
Newsweek	2,366	470*	662*	652*	479*	103*	1,784	1,245	555*	566*
Pct. composition	3.3	3.4	4.0	3.9	3.1	1.1	3.8	4.2	2.8	2.5
Pct. coverage	100.0	19.9	28.0	27.6	20.2	4.4	75.4	52.6	23.5	23.9
Outdoor Life/Popular Science	2,928	557*	522*	1069*	574*	206*	2,148	1,518	701*	709
Pct. composition	4.1	4.0	3.2	6.3	3.7	2.2	4.6	5.2	3.6	3.1
Pct. coverage	100.0	19.0	17.8	36.5	19.6	7.0	73.4	51.8	23.9	24.2
Parade	13,775	2,230	3,147	3,731	3,085	1,582	9,108	5,183	6,104	2,488
Pct. composition	19.2	16.2	19.2	22.1	19.7	17.2	19.4	17.6	31.3	10.8
Pct. coverage	100.0	16.2	22.8	27.1	22.4	11.5	66.1	37.6	44.3	18.1
Penthouse	3,845	1,476	1,201	729*	257*	182*	3,406	1,478	1,442	925
Pct. composition	5.3	10.7	7.3	4.3	1.6	2.0	7.2	5.0	7.4	4.0
Pct. coverage	100.0	38.4	31.2	19.0	6.7	4.7	88.6	38.4	37.5	24.1
Playboy	5,638	2,190	1,812	1,122	387*	127*	5,124	2,083	2,265	1,290
Pct. composition	7.8	15.9	11.1	6.6	2.5	1.4	10.9	7.1	11.6	5.6
Pct. coverage	100.0	38.8	32.1	19.9	6.9	2.3	90.9	36.9	40.2	22.9
Reader's Digest	12,238	1,678	2,385	2,971	3,062	2,142	7,034	4,558	3,176	4,504
Pct. composition	17.0	12.2	14.6	17.6	19.5	23.2	15.0	15.5	16.3	19.5
Pct. coverage	100.0	13.7	19.5	24.3	25.0	17.5	57.5	37.2	26.0	36.8
Redbook	985*	181*	302*	49*	298*	155*	532*	429*	235*	321*
Pct. composition	1.4	1.3	1.8	0.3	1.9	1.7	1.1	1.5	1.2	1.4
Pct. coverage	100.0	18.4	30.7	5.0	30.3	15.7	54.0	43.6	23.9	32.6
Time	3,575	910*	977*	709*	748*	232*	2,596	1,989	974*	613*
Pct. composition	5.0	6.6	6.0	4.2	4.8	2.5	5.5	6.8	5.0	2.7
Pct. coverage	100.0	25.5	27.3	19.8	20.9	6.5	72.6	55.6	27.2	17.1
TV Guide	15,293	3,467	4,519	3,756	2,446	1,105	11,742	5,854	4,611	4,828
Pct. composition	21.3	25.2	27.6	22.2	15.6	12.0	25.0	19.9	23.7	21.0
Pct. coverage	100.0	22.7	29.5	24.6	16.0	7.2	76.8	38.3	30.2	31.6
Woman's Day	1,180	212*	92*	554*	259*	63*	858*	490*	334*	356*
Pct. composition	1.6	1.5	0.6	3.3	1.7	0.7	1.8	1.7	1.7	1.5
Pct. coverage	100.0	18.0	7.8	46.9	21.9	5.3	72.7	41.5	28.3	30.2

*Unstable data.

MARITAL STATUS

HOUSEHOLD INCOME

Magazine	Total	Married	Single	Divorced Wid/Sep	$25,000 & over	$20,000 & over	$15,000 -19,999	$10,000 -14,999	Under $10,000
Total	71,932	50,677	15,067	6,188	21,954	31,084	12,300	11,598	16,950
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	70.5	20.9	8.6	30.5	43.2	17.1	16.1	23.6
Better Homes & Gardens	2,268	1,987	208*	73*	1071*	1,308	383*	234*	343*
Pct. composition	3.2	3.9	1.4	1.2	4.9	4.2	3.1	2.0	2.0
Pct. coverage	100.0	87.6	9.2	3.2	47.2	57.7	16.9	10.3	15.1
Family Circle	1,606	1,339	194*	73*	744*	1030*	213*	187*	176*
Pct. composition	2.2	2.6	1.3	1.2	3.4	3.3	1.7	1.6	1.0
Pct. coverage	100.0	83.4	12.1	4.5	46.3	64.1	13.3	11.6	11.0
Family Weekly	6,703	5,289	1,230	184*	2,444	3,373	1,309	948	1,073
Pct. composition	9.3	10.4	8.2	3.0	11.1	10.9	10.6	8.2	6.3
Pct. coverage	100.0	78.9	18.3	2.7	36.5	50.3	19.5	14.1	16.0
Good Housekeeping	747*	642*	94*	11*	405*	482*	65*	126*	74*
Pct. composition	1.0	1.3	0.6	0.2	1.8	1.6	0.5	1.1	0.4
Pct. coverage	100.0	85.9	12.6	1.5	54.4	64.5	8.7	16.9	9.9
Ladies' Home Journal	1,456	1,284	99*	73*	592*	814*	173*	172*	297*
Pct. composition	2.0	2.5	0.7	1.2	2.7	2.6	1.4	1.5	1.8
Pct. coverage	100.0	88.2	6.8	5.0	40.7	55.9	11.9	11.8	20.4
McCall's	1,320	1,170	49*	101*	433*	752*	267*	90*	211*
Pct. composition	1.8	2.3	0.3	1.6	2.0	2.4	2.2	0.8	1.2
Pct. coverage	100.0	88.6	3.7	7.7	32.8	57.0	20.2	6.8	16.0
National Geographic	7,296	5,394	1,430	472*	3,869	4,795	651*	826	1,024
Pct. composition	10.1	10.6	9.5	7.6	17.6	15.4	5.3	7.1	6.0
Pct. coverage	100.0	73.9	19.6	6.5	53.0	65.7	8.9	11.3	14.0
Newsweek	2,366	1,611	566*	189*	1,134	1,592	138*	225*	411*
Pct. composition	3.3	3.2	3.8	3.1	5.2	5.1	1.1	1.9	2.4
Pct. coverage	100.0	68.1	23.9	8.0	47.9	67.3	5.8	9.5	17.4
Outdoor Life/Popular Science	2,928	2,189	525*	214*	1,299	1,654	555*	290*	429*
Pct. composition	4.1	4.3	3.5	3.5	5.9	5.3	4.5	2.5	2.5
Pct. coverage	100.0	74.8	17.9	7.3	44.4	56.5	19.0	9.9	14.7
Parade	13,775	9,944	2,535	1296*	5,021	7,205	1,981	1,836	2,753
Pct. composition	19.2	19.6	16.8	20.9	22.9	23.2	16.1	15.8	16.2
Pct. coverage	100.0	72.2	18.4	9.4	36.5	52.3	14.4	13.3	20.0
Penthouse	3,845	1,925	1,394	526*	1,568	1,915	1020*	468*	442*
Pct. composition	5.3	3.8	9.3	8.5	7.1	6.2	8.3	4.0	2.6
Pct. coverage	100.0	50.1	36.3	13.7	40.8	49.8	26.5	12.2	11.5
Playboy	5,638	2,898	2,254	486*	2,572	3,406	1207*	555*	470*
Pct. composition	7.8	5.7	15.0	7.9	11.7	11.0	9.8	4.8	2.8
Pct. coverage	100.0	51.4	40.0	8.6	45.6	60.4	21.4	9.8	8.3
Reader's Digest	12,238	9,500	1,942	796*	4,293	6,103	2,036	1,811	2,288
Pct. composition	17.0	18.7	12.9	12.9	19.6	19.6	16.6	15.6	13.5
Pct. coverage	100.0	77.6	15.9	6.5	35.1	49.9	16.6	14.8	18.7
Redbook	985*	821*	124*	40*	345*	534*	130*	120*	201*
Pct. composition	1.4	1.6	0.8	0.6	1.6	1.7	1.1	1.0	1.2
Pct. coverage	100.0	83.4	12.6	4.1	35.0	54.2	13.2	12.2	20.4
Time	3,575	2,227	997*	351*	1,868	2,300	453**	215*	607*
Pct. composition	5.0	4.4	6.6	5.7	8.5	7.4	3.7	1.9	3.6
Pct. coverage	100.0	62.3	27.9	9.8	52.3	64.3	12.7	6.0	17.0
TV Guide	15,293	10,663	3,212	1,418	5,164	7,466	3,055	2,046	2,726
Pct. composition	21.3	21.0	21.3	22.9	23.5	24.0	24.8	17.6	16.1
Pct. coverage	100.0	69.7	21.0	9.3	33.8	48.8	20.0	13.4	17.8
Woman's Day	1,180	907	211*	62*	553*	763*	169*	131*	117*
Pct. composition	1.6	1.8	1.4	1.0	2.5	2.5	1.4	1.1	0.7
Pct. coverage	100.0	76.9	17.9	5.3	46.9	64.7	14.3	11.1	9.9

*Unstable data.

OCCUPATION

EDUCATION

Magazine	Total	Prof/ Mgrl	Clerical/ Sales	Crafts/ Foreman	Other empl	Not empl	Coll grad	Some college	HS grad	Not HS grad
Total	71,932	15,725	7,623	10,143	21,312	17,129	12,377	12,185	24,737	22,633
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	21.9	10.6	14.1	29.6	23.8	17.2	16.9	34.4	31.5
Better Homes & Gardens	2,268	899*	80*	460*	402*	427*	520*	673*	795*	280*
Pct. composition	3.2	5.7	1.0	4.5	1.9	2.5	4.2	5.5	3.2	1.2
Pct. coverage	100.0	39.6	3.5	20.3	17.7	18.8	22.9	29.7	35.1	12.3
Family Circle	1,606	536*	161*	240*	419*	250*	347*	229*	701*	329*
Pct. composition	2.2	3.4	2.1	2.4	2.0	1.5	2.8	1.9	2.8	1.5
Pct. coverage	100.0	33.4	10.0	14.9	26.1	15.6	21.6	14.3	43.6	20.5
Family Weekly	6,70[illegible]	1,602	528*	1,066	2,262	1,245	1,127	1,149	2,349	2,078
Pct. composition	9.3	10.2	6.9	10.5	10.6	7.3	9.1	9.4	9.5	9.2
Pct. coverage	100.0	23.9	7.9	15.9	33.7	18.6	16.8	17.1	35.0	31.0
Good Housekeeping	747*	415*	11*	77*	117*	127*	325*	63*	248*	111*
Pct. composition	1.0	2.6	0.1	0.8	0.5	0.7	2.6	0.5	1.0	0.5
Pct. coverage	100.0	55.6	1.5	10.3	15.7	17.0	43.5	8.4	33.2	14.9
Ladies' Home Journal	1,456	501*	75*	173*	339*	368*	388*	364*	566*	138*
Pct. composition	2.0	3.2	1.0	1.7	1.6	2.1	3.1	3.0	2.3	0.6
Pct. coverage	100.0	34.4	5.2	11.9	23.3	25.3	26.6	25.0	38.9	9.5
McCall's	1,320	428*	57*	302*	247*	286*	149*	353*	552*	266*
Pct. composition	1.8	2.7	0.7	3.0	1.2	1.7	1.2	2.9	2.2	1.2
Pct. coverage	100.0	32.4	4.3	22.9	18.7	21.7	11.3	26.7	41.8	20.2
National Geographic	7,296	3,164	698*	882*	1,287	1,265	2,628	1,602	2,149	917*
Pct. composition	10.1	20.1	9.2	8.7	6.0	7.4	21.2	13.1	8.7	4.1
Pct. coverage	100.0	43.4	9.6	12.1	17.6	17.3	36.0	22.0	29.5	12.6
Newsweek	2,366	766*	441*	232*	509*	418*	780*	589*	665*	332*
Pct. composition	3.3	4.9	5.8	2.3	2.4	2.4	6.3	4.8	2.7	1.5
Pct. coverage	100.0	32.4	18.6	9.8	21.5	17.7	33.0	24.9	28.1	14.0
Outdoor Life/Popular Science	2,928	1,014	296*	516*	732*	370*	625*	794*	1,046	463*
Pct. composition	4.1	6.4	3.9	5.1	3.4	2.2	5.0	6.5	4.2	2.0
Pct. coverage	100.0	34.6	10.1	17.6	25.0	12.6	21.3	27.1	35.7	15.8
Parade	13,775	3,844	1,755	2,057	2,897	3,222	2,940	2,707	4,982	3,146
Pct. composition	19.2	24.4	23.0	20.3	13.6	18.8	23.8	22.2	20.1	13.9
Pct. coverage	100.0	27.9	12.7	14.9	21.0	23.4	21.3	19.7	36.2	22.8
Penthouse	3,845	638*	719*	980*	985*	523*	602*	673*	1,657	913*
Pct. composition	5.3	4.1	9.4	9.7	4.6	3.1	4.9	5.5	6.7	4.0
Pct. coverage	100.0	16.6	18.7	25.5	25.6	13.6	15.7	17.5	43.1	23.7
Playboy	5,638	1,402	899*	1,290	1,480	567*	1,187	1,271	2,483	697*
Pct. composition	7.8	8.9	11.8	12.7	6.9	3.3	9.6	10.4	10.0	3.1
Pct. coverage	100.0	24.9	15.9	22.9	26.3	10.1	21.1	22.5	44.0	12.4
Reader's Digest	12,238	2,331	1,519	1,686	3,683	3,019	2,430	2,122	4,942	2,744
Pct. composition	17.0	14.8	19.9	16.6	17.3	17.6	19.6	17.4	20.0	12.1
Pct. coverage	100.0	19.0	12.4	13.8	30.1	24.7	19.9	17.3	40.4	22.4
Redbook	985*	148*	23*	230*	424*	160*	182*	253*	319*	231*
Pct. composition	1.4	0.9	0.3	2.3	2.0	0.9	1.5	2.1	1.3	1.0
Pct. coverage	100.0	15.0	2.3	23.4	43.0	16.2	18.5	25.7	32.4	23.5
Time	3,575	1,324	468*	605*	707*	471*	1,305	802*	976*	492*
Pct. composition	5.0	8.4	6.1	6.0	3.3	2.7	10.5	6.6	3.9	2.2
Pct. coverage	100.0	37.0	13.1	16.9	19.8	13.2	36.5	22.4	27.3	13.8
TV Guide	15,293	3,276	1,764	2,651	4,747	2,855	2,356	3,508	5,614	3,815
Pct. composition	21.3	20.8	23.1	26.1	22.3	16.7	19.0	28.8	22.7	16.9
Pct. coverage	100.0	21.4	11.5	17.3	31.0	18.7	15.4	22.9	36.7	24.9
Woman's Day	1,180	638*	80*	150*	89*	223*	320*	307*	306*	247*
Pct. composition	1.6	4.1	1.0	1.5	0.4	1.3	2.6	2.5	1.2	1.1
Pct. coverage	100.0	54.1	6.8	12.7	7.5	18.9	27.1	26.0	25.9	20.9

*Unstable data.

TOTAL WOMEN

AGE

COUNTY SIZE

Magazine	Total	18–24 years	25–34 years	35–49 years	50–64 years	65 years & over	18–49 years	A County	B County	C & D County
Total	79,988	14,372	16,886	18,461	16,879	13,390	49,719	31,280	23,493	25,215
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	18.0	21.1	23.1	21.1	16.7	62.2	39.1	29.4	31.5
Better Homes & Gardens	7,537	720*	1,866	2,213	1,796	942	4,799	3,001	1,993	2,543
Pct. composition	9.4	5.0	11.1	12.0	10.6	7.0	9.7	9.6	8.5	10.1
Pct. coverage	100.0	9.6	24.8	29.4	23.8	12.5	63.7	39.8	26.4	33.7
Family Circle	8,491	1,028	2,525	2,337	2,130	471*	5,890	3,635	2,560	2,296
Pct. composition	10.6	7.2	15.0	12.7	12.6	3.5	11.8	11.6	10.9	9.1
Pct. coverage	100.0	12.1	29.7	27.5	25.1	5.5	69.4	42.8	30.1	27.0
Family Weekly	8,327	1,538	1,679	2,321	1,686	1,103	5,538	2,024	2,263	4,040
Pct. composition	10.4	10.7	9.9	12.6	10.0	8.2	11.1	6.5	9.6	16.0
Pct. coverage	100.0	18.5	20.2	27.9	20.2	13.2	66.5	24.3	27.2	48.5
Good Housekeeping	5,234	550*	1,553	1,237	1,366	528*	3,340	2,415	1,079	1,740
Pct. composition	6.5	3.8	9.2	6.7	8.1	3.9	6.7	7.7	4.6	6.9
Pct. coverage	100.0	10.5	29.7	23.6	26.1	10.1	63.8	46.1	20.6	33.2
Ladies' Home Journal	5,407	922	1,228	1,196	1,143	918*	3,346	2,130	1,596	1,681
Pct. composition	6.8	6.4	7.3	6.5	6.8	6.9	6.7	6.8	6.8	6.7
Pct. coverage	100.0	17.1	22.7	22.1	21.1	17.0	61.9	39.4	29.5	31.1
McCall's	6,421	849	1,390	1,750	1,442	990*	3,989	2,987	1,457	1,977
Pct. composition	8.0	5.9	8.2	9.5	8.5	7.4	8.0	9.5	6.2	7.8
Pct. coverage	100.0	13.2	21.6	27.3	22.5	15.4	62.1	46.5	22.7	30.8
National Geographic	5,526	747*	1,081	1,846	1,111	741	3,674	2,484	1,680	1,362
Pct. composition	6.9	5.2	6.4	10.0	6.6	5.5	7.4	7.9	7.2	5.4
Pct. coverage	100.0	13.5	19.6	33.4	20.1	13.4	66.5	45.0	30.4	24.6
Newsweek	1,682	178*	556*	496*	325*	127*	1,230	979*	503*	200*
Pct. composition	2.1	1.2	3.3	2.7	1.9	0.9	2.5	3.1	2.1	0.8
Pct. coverage	100.0	10.6	33.1	29.5	19.3	7.6	73.1	58.2	29.9	11.9
Outdoor Life/Popular Science	1,050	117*	165*	347*	376*	45*	629*	503*	331*	216*
Pct. composition	1.3	0.8	1.0	1.9	2.2	0.3	1.3	1.6	1.4	0.9
Pct. coverage	100.0	11.1	15.7	33.0	35.8	4.3	59.9	47.9	31.5	20.6
Parade	15,428	2,118	3,470	3,957	3,615	2,268	9,545	5,411	7,603	2,414
Pct. composition	19.3	14.7	20.5	21.4	21.4	16.9	19.2	17.3	32.4	9.6
Pct. coverage	100.0	13.7	22.5	25.6	23.4	14.7	61.9	35.1	49.3	15.6
Penthouse	976	260*	380*	302*	34*	0*	942*	239*	520*	217*
Pct. composition	1.2	1.8	2.3	1.6	0.2	0.0	1.9	0.8	2.2	0.9
Pct. coverage	100.0	26.6	38.9	30.9	3.5	0.0	96.5	24.5	53.3	22.2
Playboy	1,850	611*	750*	403*	77*	9*	1,764	598*	846*	406*
Pct. composition	2.3	4.3	4.4	2.2	0.5	0.1	3.5	1.9	3.6	1.6
Pct. coverage	100.0	33.0	40.5	21.8	4.2	0.5	95.4	32.3	45.7	21.9
Reader's Digest	14,814	1,891	2,860	3,392	4,071	2,600	8,143	5,199	4,280	5,335
Pct. composition	18.5	13.2	16.9	18.4	24.1	19.4	16.4	16.6	18.2	21.2
Pct. coverage	100.0	12.8	19.3	22.9	27.5	17.6	55.0	35.1	28.9	36.0
Redbook	4,467	818*	1,312	602*	1,183*	552*	2,732	1,777	1,261	1,429
Pct. composition	5.6	5.7	7.8	3.3	7.0	4.1	5.5	5.7	5.4	5.7
Pct. coverage	100.0	18.3	29.4	13.5	26.5	12.4	61.2	39.8	28.2	32.0
Time	3,054	612*	746*	740*	544*	412*	2,098	1,918	626*	510*
Pct. composition	3.8	4.3	4.4	4.0	3.2	3.1	4.2	6.1	2.7	2.0
Pct. coverage	100.0	20.0	24.4	24.2	17.8	13.5	68.7	62.8	20.5	16.7
TV Guide	17,720	4,033	4,684	4,018	3,269	1,716	12,735	6,429	5,512	5,779
Pct. composition	22.2	28.1	27.7	21.8	19.4	12.8	25.6	20.6	23.5	22.9
Pct. coverage	100.0	22.8	26.4	22.7	18.4	9.7	71.9	36.3	31.1	32.6
Woman's Day	8,671	1,269	1,898	2,782	2,147	575*	5,949	3,940	2,182	2,549
Pct. composition	10.8	8.8	11.2	15.1	12.7	4.3	12.0	12.6	9.3	10.1
Pct. coverage	100.0	14.6	21.9	32.1	24.8	6.6	68.6	45.4	25.2	29.4

*Unstable data.

MARITAL STATUS

HOUSEHOLD INCOME

Magazine	Total	Married	Single	Divorced Wid/Sep	$25,000 & over	$20,000 & over	$15,000 -19,999	$10,000 -14,999	Under $10,000
Total	79,988	49,567	12,413	18,008	19,386	28,776	12,566	13,133	25,513
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	62.0	15.5	22.5	24.2	36.0	15.7	16.4	31.9
Better Homes & Gardens	7,537	5,268	1,054*	1,215	3,270	4,028	1,127	1,037	1,345
Pct. composition	9.4	10.6	8.5	6.7	16.9	14.0	9.0	7.9	5.3
Pct. coverage	100.0	69.9	14.0	16.1	43.4	53.4	15.0	13.8	17.8
Family Circle	8,491	5,873	1,154	1,464	2,339	3,871	1,477	1,089	2,054
Pct. composition	10.6	11.8	9.3	8.1	12.1	13.5	11.8	8.3	8.1
Pct. coverage	100.0	69.2	13.6	17.2	27.5	45.6	17.4	12.8	24.2
Family Weekly	8,327	5,690	1,243	1,394	2,611	3,624	1,494	1,268	1,941
Pct. composition	10.4	11.5	10.0	7.7	13.5	12.6	11.9	9.7	7.6
Pct. coverage	100.0	68.3	14.9	16.7	31.4	43.5	17.9	15.2	23.3
Good Housekeeping	5,234	3,505	726*	1,003	1,594	2,499	969*	786*	980*
Pct. composition	6.5	7.1	5.8	5.6	8.2	8.7	7.7	6.0	3.8
Pct. coverage	100.0	67.0	13.9	19.2	30.5	47.7	18.5	15.0	18.7
Ladies' Home Journal	5,407	3,274	762*	1,371	1,606	2,473	826*	609*	1,499
Pct. composition	6.8	6.6	6.1	7.6	8.3	8.6	6.6	4.6	5.9
Pct. coverage	100.0	60.6	14.1	25.4	29.7	45.7	15.3	11.3	27.7
McCall's	6,421	4,080	862*	1,479	1,907	2,744	1,171	955	1,551
Pct. composition	8.0	8.2	6.9	8.2	9.8	9.5	9.3	7.3	6.1
Pct. coverage	100.0	63.5	13.4	23.0	29.7	42.7	18.2	14.9	24.2
National Geographic	5,526	4,128	778*	620*	2,662	3,328	492*	857*	849*
Pct. composition	6.9	8.3	6.3	3.4	13.7	11.6	3.9	6.5	3.3
Pct. coverage	100.0	74.7	14.1	11.2	48.2	60.2	8.9	15.5	15.4
Newsweek	1,682	1,313	199*	170*	699*	880*	179*	322*	301*
Pct. composition	2.1	2.6	1.6	0.9	3.6	3.1	1.4	2.5	1.2
Pct. coverage	100.0	78.1	11.8	10.1	41.6	52.3	10.6	19.1	17.9
Outdoor Life/Popular Science	1,050	837*	40*	173*	458*	567*	151*	139*	193*
Pct. composition	1.3	1.7	0.3	1.0	2.4	2.0	1.2	1.1	0.8
Pct. coverage	100.0	79.7	3.8	16.5	43.6	54.0	14.4	13.2	18.4
Parade	15,428	10,138	2,279	3,011	4,292	6,546	2,563	2,002	4,317
Pct. composition	19.3	20.5	18.4	16.7	22.1	22.7	20.4	15.2	16.9
Pct. coverage	100.0	65.7	14.8	19.5	27.8	42.4	16.6	13.0	28.0
Penthouse	976	840*	109*	27*	519*	559*	161*	113*	143*
Pct. composition	1.2	1.7	0.9	0.1	2.7	1.9	1.3	0.9	0.6
Pct. coverage	100.0	86.1	11.2	2.8	53.2	57.3	16.5	11.6	14.7
Playboy	1,850	1,394	371*	85*	826*	1,031	326*	242*	251*
Pct. composition	2.3	2.8	3.0	0.5	4.3	3.6	2.6	1.8	1.0
Pct. coverage	100.0	75.4	20.1	4.6	44.6	55.7	17.6	13.1	13.6
Reader's Digest	14,814	9,818	1,835	3,161	4,094	6,482	2,029	2,698	3,605
Pct. composition	18.5	19.8	14.8	17.6	21.1	22.5	16.1	20.5	14.1
Pct. coverage	100.0	66.3	12.4	21.3	27.6	43.8	13.7	18.2	24.3
Redbook	4,467	2,689	856*	922*	1,281	1,867	987*	798*	815*
Pct. composition	5.6	5.4	6.9	5.1	6.6	6.5	7.9	6.1	3.2
Pct. coverage	100.0	60.2	19.2	20.6	28.7	41.8	22.1	17.9	18.2
Time	3,054	1,739	732*	583*	1,161	1,461	669*	455*	469*
Pct. composition	3.8	3.5	5.9	3.2	6.0	5.1	5.3	3.5	1.8
Pct. coverage	100.0	56.9	24.0	19.1	38.0	47.8	21.9	14.9	15.4
TV Guide	17,720	11,256	2,990	3,474	3,988	6,365	3,350	2,611	5,394
Pct. composition	22.2	22.7	24.1	19.3	20.6	22.1	26.7	19.9	21.1
Pct. coverage	100.0	63.5	16.9	19.6	22.5	35.9	18.9	14.7	30.4
Woman's Day	8,671	5,571	1,335	1,765	2,663	3,804	1,724	1,144	1,999
Pct. composition	10.8	11.2	10.8	9.8	13.7	13.2	13.7	8.7	7.8
Pct. coverage	100.0	64.2	15.4	20.4	30.7	43.9	19.9	13.2	23.1

*Unstable data.

OCCUPATION

EDUCATION

Magazine	Total	Prof/ Mgrl	Clerical/ Sales	Crafts/ Foreman	Other empl	Not empl	Coll grad	Some college	HS grad	Not HS grad
Total	79,988	9,015	13,594	852*	11,178	45,349	8,952	12,241	32,936	25,859
Pct. composition	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pct. coverage	100.0	11.3	17.0	1.1	14.0	56.7	11.2	15.3	41.2	32.3
Better Homes & Gardens	7,537	919	1,658	27*	605*	4,328	1,126	1,421	3,592	1,398
Pct. composition	9.4	10.2	12.2	3.2	5.4	9.5	12.6	11.6	10.9	5.4
Pct. coverage	100.0	12.2	22.0	0.4	8.0	57.4	14.9	18.9	47.7	18.5
Family Circle	8,491	1,182	2,238	32*	761*	4,278	927	1,756	4,079	1,729
Pct. composition	10.6	13.1	16.5	3.8	6.8	9.4	10.4	14.3	12.4	6.7
Pct. coverage	100.0	13.9	26.4	0.4	9.0	50.4	10.9	20.7	48.0	20.4
Family Weekly	8,327	1,004	1,452	66*	1,565	4,240	629*	1,406	3,898	2,394
Pct. composition	10.4	11.1	10.7	7.7	14.0	9.3	7.0	11.5	11.8	9.3
Pct. coverage	100.0	12.1	17.4	0.8	18.8	50.9	7.6	16.9	46.8	28.7
Good Housekeeping	5,234	854*	975*	112*	357*	2,936	574*	1,474	2,195	991*
Pct. composition	6.5	9.5	7.2	13.1	3.2	6.5	6.4	12.0	6.7	3.8
Pct. coverage	100.0	16.3	18.6	2.1	6.8	56.1	11.0	28.2	41.9	18.9
Ladies' Home Journal	5,407	903*	956	56*	394*	3,098	685*	1,338	2,247	1,137*
Pct. composition	6.8	10.0	7.0	6.6	3.5	6.8	7.7	10.9	6.8	4.4
Pct. coverage	100.0	16.7	17.7	1.0	7.3	57.3	12.7	24.7	41.6	21.0
McCall's	6,421	1,084	1,048	93*	704*	3,492	817	1,283	2,636	1,685
Pct. composition	8.0	12.0	7.7	10.9	6.3	7.7	9.1	10.5	8.0	6.5
Pct. coverage	100.0	16.9	16.3	1.4	11.0	54.4	12.7	20.0	41.1	26.2
National Geographic	5,526	1,020	1,337	82*	562*	2,525	1,417	1,475	2,096	538*
Pct. composition	6.9	11.3	9.8	9.6	5.0	5.6	15.8	12.0	6.4	2.1
Pct. coverage	100.0	18.5	24.2	1.5	10.2	45.7	25.6	26.7	37.9	9.7
Newsweek	1,682	357*	231*	0*	230*	864*	329*	483*	557*	313*
Pct. composition	2.1	4.0	1.7	0.0	2.1	1.9	3.7	3.9	1.7	1.2
Pct. coverage	100.0	21.2	13.7	0.0	13.7	51.4	19.6	28.7	33.1	18.6
Outdoor Life/Popular Science	1,050	218*	224*	0*	33*	575*	142*	200*	455*	253*
Pct. composition	1.3	2.4	1.6	0.0	0.3	1.3	1.6	1.6	1.4	1.0
Pct. coverage	100.0	20.8	21.3	0.0	3.1	54.8	13.5	19.0	43.3	24.1
Parade	15,428	2,216	2,758	143*	1,664	8,647	2,252	2,672	6,522	3,982
Pct. composition	19.3	24.6	20.3	16.8	14.9	19.1	25.2	21.8	19.8	15.4
Pct. coverage	100.0	14.4	17.9	0.9	10.8	56.0	14.6	17.3	42.3	25.8
Penthouse	976	111*	199*	0*	108*	558*	74*	202*	550*	150*
Pct. composition	1.2	1.2	1.5	0.0	1.0	1.2	0.8	1.7	1.7	0.6
Pct. coverage	100.0	11.4	20.4	0.0	11.1	57.2	7.6	20.7	56.4	15.4
Playboy	1,850	384*	599*	0*	198*	669*	309*	439*	814*	288*
Pct. composition	2.3	4.3	4.4	0.0	1.8	1.5	3.5	3.6	2.5	1.1
Pct. coverage	100.0	20.8	32.4	0.0	10.7	36.2	16.7	23.7	44.0	15.6
Reader's Digest	14,814	1,994	2,744	109*	1,498	8,469	1,869	3,088	6,005	3,852
Pct. composition	18.5	22.1	20.2	12.8	13.4	18.7	20.9	25.2	18.2	14.9
Pct. coverage	100.0	13.5	18.5	0.7	10.1	57.2	12.6	20.8	40.5	26.0
Redbook	4,467	754*	877*	56*	383*	2,397	550*	940*	1,974	1,003*
Pct. composition	5.6	8.4	6.5	6.6	3.4	5.3	6.1	7.7	6.0	3.9
Pct. coverage	100.0	16.9	19.6	1.3	8.6	53.7	12.3	21.0	44.2	22.5
Time	3,054	967*	239*	44*	348*	1,456	1,003*	478*	1,085*	488*
Pct. composition	3.8	10.7	1.8	5.2	3.1	3.2	11.2	3.9	3.3	1.9
Pct. coverage	100.0	31.7	7.8	1.4	11.4	47.7	32.8	15.7	35.5	16.0
TV Guide	17,720	1,912	3,059	290*	2,848	9,611	1,346	2,699	8,240	5,435
Pct. composition	22.2	21.2	22.5	34.0	25.5	21.2	15.0	22.0	25.0	21.0
Pct. coverage	100.0	10.8	17.3	1.6	16.1	54.2	7.6	15.2	46.5	30.7
Woman's Day	8,671	1,102	1,782	66*	903	4,818	1,094	1,908	3,788	1,881
Pct. composition	10.8	12.2	13.1	7.7	8.1	10.6	12.2	15.6	11.5	7.3
Pct. coverage	100.0	12.7	20.6	0.8	10.4	55.6	12.6	22.0	43.7	21.7

*Unstable data.

ERDOS AND MORGAN

COMPARABLE PROFILE MEASUREMENT-1979

THE Erdos and Morgan Comparable Profile Measurement of Subscribers is a survey concept designed to provide comparable data about primary readers of publications. It focuses on subscribers, other adult members of subscriber households, and the subscriber households themselves.

The tables on the following pages for the 24 publications measured in 1979 give data in six demographics: sex, marital status, age, education, household income and geographic region.

The circulation figures below were the latest available for each publication at the time this report was prepared and consist of total paid or controlled circulation, which includes newsstand, foreign, bulk copies, etc., and total U.S. paid or controlled subscriptions. The data may be applied to either of these circulation figures at the option of the user.

For additional information please contact Erdos and Morgan, Inc., 114 Fifth Ave., New York, NY 10011, (212) 691-3150.

CIRCULATION

Magazine	Total circ.	Total subsc.
American Banker	16,172	15,994
American Film	101,981	94,944
Atlas[1]	111,720	101,442
Black Enterprise	230,201	226,288
Carte Blanche	605,773	583,359
Cue	245,630	216,154
Family Handyman	920,219	883,410
Horizon	108,749	86,253
Industry Week	258,697	257,921
Leadership Network	552,285	458,696
Management Leisure Time	1,006,587	993,501
Money	845,048	758,853
Morristown Daily Record	57,894	46,602
Natural History	461,096	412,220
Prime Showcase (LHJ)	1,111,251	1,111,251
Sales & Marketing Management	46,137	43,369
Signature	606,313	563,265
Spectrum (IEEE)	170,843	143,850
Texas Monthly	243,539	198,484
Travel & Leisure	835,735	771,383
Wall Street Journal	1,636,316	1,393,815
Westways	481,175	480,694
World Tennis	336,538	287,740
Writer's Digest	140,961	119,253

[1] Now called World Press Review.

SEX

Magazine	Total resp.	Percentage Men	Women
American Banker	1,378	96.2	3.8
American Film	1,332	60.4	39.6
Atlas	1,108	72.1	27.9
Black Enterprise	1,037	58.6	41.4
Carte Blanche	1,207	81.8	18.2
Cue	1,140	49.9	50.1
Family Handyman	1,250	79.0	21.0
Horizon	1,258	59.3	40.7
Industry Week	1,232	98.2	1.8
Leadership Network	1,312	80.6	19.4
Management Leisure Time	1,186	93.7	6.3
Money	1,259	79.4	20.6
Morristown Daily Record	1,165	61.6	38.4
Natural History	1,272	60.4	39.6
Prime Showcase (LHJ)	1,363	6.5	93.5
Sales & Marketing Management	1,364	96.9	3.1
Signature	1,228	83.1	16.9
Spectrum (IEEE)	1,465	97.8	2.2
Texas Monthly	1,391	66.8	33.2
Travel & Leisure	1,224	79.8	20.2
Wall Street Journal	1,382	91.0	9.0
Westways	1,121	64.5	35.5
World Tennis	1,196	57.8	42.2
Writer's Digest	1,297	41.4	58.6

MARITAL STATUS

Magazine	Total resp.	Percentage Married	Never married	Widowed	Sep. Div.
American Banker	1,368	91.2	4.0	0.9	3.9
American Film	1,319	36.7	51.3	2.1	9.9
Atlas	1,101	64.7	21.9	4.9	8.5
Black Enterprise	1,031	63.0	18.9	4.5	13.6
Carte Blanche	1,203	75.2	11.6	3.0	10.2
Cue	1,121	56.1	26.1	5.4	12.4
Family Handyman	1,249	85.7	5.4	4.2	4.7
Horizon	1,256	58.8	24.4	6.0	10.7
Industry Week	1,220	93.5	2.4	0.9	3.2
Leadership Network	1,310	68.9	20.1	3.2	7.8
Management Leisure Time	1,160	88.4	4.8	1.6	5.2
Money	1,258	78.1	12.0	3.3	6.6
Morristown Daily Record	1,158	85.3	4.9	4.9	4.8
Natural History	1,271	61.8	24.8	4.6	8.7
Prime Showcase (LHJ)	1,362	77.5	6.2	11.9	4.3
Sales & Marketing Management	1,360	90.9	3.7	0.7	4.7
Signature	1,226	78.8	9.1	3.6	8.6
Spectrum (IEEE)	1,458	75.2	22.0	0.9	1.9
Texas Monthly	1,388	71.9	17.1	3.0	8.0
Travel & Leisure	1,217	74.4	12.6	5.8	7.3
Wall Street Journal	1,371	80.3	13.6	2.6	3.6
Westways	1,120	65.1	17.2	6.7	11.0
World Tennis	1,185	58.5	33.9	1.4	6.2
Writer's Digest	1,294	59.0	22.1	6.8	12.1

AGE

Magazine	Total resp.	Percentage: Under 18	18–24 years	25–34 years	35–54 years	55–64 years	65 years & older	18–49 years	Median age
American Banker	1,371	0	0.2	13.9	62.5	19.7	3.8	62.5	46.5
American Film	1,322	1.7	17.3	40.1	32.1	6.8	2.1	82.8	32.4
Atlas	1,099	0.5	5.5	24.9	35.1	16.7	17.3	56.1	46.2
Black Enterprise	1,032	0.1	7.3	33.5	41.1	10.5	7.5	72.8	38.5
Carte Blanche	1,189	0.1	1.9	25.2	52.8	14.6	5.6	68.5	42.9
Cue	1,121	0.4	7.7	33.4	37.1	13.3	8.2	70.0	38.6
Family Handyman	1,244	0.2	6.5	26.9	38.8	16.4	11.2	62.8	42.9
Horizon	1,249	0.1	4.5	21.4	41.3	17.5	15.2	56.0	47.0
Industry Week	1,221	0	0.3	9.9	58.8	28.0	2.9	50.7	49.7
Leadership Network	1,304	0.2	4.8	24.1	40.9	17.2	13.0	57.9	46.5
Management Leisure Time	1,159	0	0.9	15.3	56.6	24.5	2.7	56.1	48.0
Money	1,253	0.1	5.3	28.0	44.1	15.9	6.6	65.4	41.7
Morristown Daily Record	1,155	0.6	2.9	20.3	53.7	15.6	7.1	63.0	45.1
Natural History	1,268	2.2	5.9	28.6	35.3	15.2	12.9	60.4	42.2
Prime Showcase (LHJ)	1,360	0.1	2.4	19.0	39.2	20.6	18.9	48.2	50.7
Sales & Marketing Management	1,360	0	0.5	20.2	64.7	13.4	1.2	72.6	43.5
Signature	1,223	0	0.9	16.2	53.1	20.9	7.8	54.2	48.6
Spectrum (IEEE)	1,454	0	14.1	24.4	42.7	12.6	6.3	71.2	39.9
Texas Monthly	1,386	0.2	6.6	34.0	37.2	13.7	8.4	69.8	38.6
Travel & Leisure	1,219	0	1.7	17.1	41.8	26.2	13.2	47.1	51.1
Wall Street Journal	1,370	0.1	8.3	17.5	40.0	18.3	15.7	55.4	47.5
Westways	1,116	0	10.4	19.6	34.6	18.8	16.6	55.1	47.2
World Tennis	1,191	9.7	21.2	29.6	31.4	6.0	2.3	76.5	31.2
Writer's Digest	1,285	1.6	10.0	24.2	37.0	15.3	12.0	62.7	42.6

EDUCATION

Magazine	Total resp.	Percentage: Grade school	Att. high school	High school grad	Att. college	College grad	Some post-grad	Masters degree	Doctorate
American Banker	1,370	0.1	0.5	6.5	16.1	26.6	22.6	21.4	6.2
American Film	1,321	0.5	3.3	10.1	28.3	20.9	12.9	15.5	8.5
Atlas	1,102	1.6	3.1	9.7	18.1	18.1	13.4	18.5	17.4
Black Enterprise	1,034	1.1	3.2	9.9	21.4	19.8	15.2	21.4	8.1
Carte Blanche	1,182	0.3	3.6	18.4	36.5	15.7	11.1	9.1	5.2
Cue	1,131	0.9	4.4	20.5	25.5	17.7	9.1	14.4	7.5
Family Handyman	1,244	5.3	11.3	34.8	27.1	9.6	4.7	5.4	1.8
Horizon	1,252	0.5	1.8	8.4	24.4	18.6	16.7	17.1	12.1
Industry Week	1,221	0.2	1.8	9.1	22.7	34.9	15.6	12.6	3.0
Leadership Network	1,308	0.5	0.8	3.7	11.5	18.3	13.8	23.0	28.3
Management Leisure Time	1,156	0.6	1.9	12.5	28.6	27.7	13.8	12.4	2.6
Money	1,253	1.0	3.8	12.3	25.5	21.9	14.0	12.6	8.9
Morristown Daily Record	1,153	1.6	7.5	29.1	21.5	15.8	11.0	9.5	4.0
Natural History	1,269	1.7	3.3	9.8	22.3	16.5	15.8	15.0	15.5
Prime Showcase (LHJ)	1,359	2.0	5.4	33.0	32.7	11.7	7.2	6.2	1.8
Sales & Marketing Management	1,357	0.4	0.7	6.0	24.3	35.5	17.3	14.3	1.5
Signature	1,225	1.8	4.7	21.1	28.4	17.2	10.7	10.0	6.1
Spectrum (IEEE)	1,453	0	0.1	1.0	12.5	27.7	19.8	27.1	11.9
Texas Monthly	1,389	0.4	1.8	9.3	26.6	25.5	12.5	13.1	10.9
Travel & Leisure	1,218	1.1	3.8	13.5	26.5	19.2	13.2	13.1	9.6
Wall Street Journal	1,372	0.8	2.5	8.3	24.2	24.3	16.8	13.3	9.8
Westways	1,116	2.4	6.9	21.5	34.5	13.4	9.1	7.7	4.6
World Tennis	1,189	2.6	10.3	18.1	27.5	16.8	8.8	9.8	6.1
Writer's Digest	1,292	0.6	5.2	12.8	33.0	14.3	15.9	13.4	4.7

HOUSEHOLD INCOME*

Magazine	Total resp.	Percentage: Under $10,000	$10,000 -14,999	$15,000 -19,999	$20,000 -24,999	$25,000 -39,999	$40,000 & over	Dollars: Median HH income	Avg. HH income
American Banker	1,320	0.3	0.4	0.3	2.5	22.5	74.2	55,712	69,273
American Film†	1,274	9.9	13.7	13.5	13.4	25.7	23.9	24,825	32,947
Atlas†	1,055	11.5	12.5	12.1	12.5	29.7	21.6	25,562	33,339
Black Enterprise†	996	11.0	13.7	14.8	15.0	26.7	18.6	23,490	27,967
Carte Blanche	1,169	1.1	3.3	9.0	15.7	37.6	33.2	33,081	42,333
Cue	1,078	7.5	9.1	12.4	13.2	28.7	29.2	28,664	36,764
Family Handyman	1,190	12.7	16.3	18.0	19.4	25.1	8.5	20,801	23,036
Horizon†	1,180	7.5	9.5	10.3	10.3	29.7	32.6	30,979	40,278
Industry Week	1,172	0.1	0.9	2.2	8.5	36.0	52.2	41,333	55,186
Leadership Network†	1,273	6.8	7.2	9.3	11.7	30.9	33.9	31,686	41,636
Management Leisure Time	1,106	0.4	1.4	6.2	12.6	43.9	35.6	34,651	46,590
Money†	1,221	4.1	6.8	11.5	14.2	36.8	26.7	29,838	36,355
Morristown Daily Record†	1,085	5.5	9.0	14.1	16.7	35.1	19.7	26,694	30,952
Natural History†	1,229	9.8	10.7	13.8	13.8	24.3	27.5	25,925	35,468
Prime Showcase (LHJ)††	1,288	8.8	10.4	11.1	14.1	32.7	22.9	27,323	32,141
Sales & Marketing Management††	1,303	0.5	1.3	3.3	8.7	41.7	44.6	38,048	45,832
Signature†	1,182	3.1	6.1	10.0	12.0	34.5	34.2	32,137	41,374
Spectrum (IEEE)	1,421	5.4	4.0	7.5	12.9	39.3	30.8	32,356	35,692
Texas Monthly	1,331	4.1	8.7	9.2	12.4	32.4	33.2	31,125	42,118
Travel & Leisure†	1,172	1.8	5.2	7.8	13.8	34.6	36.8	33,536	42,468
Wall Street Journal†	1,331	3.7	5.7	7.2	10.4	28.1	44.9	37,065	52,120
Westways††	1,056	16.7	17.3	12.8	14.1	23.5	15.7	21,174	26,724
World Tennis	1,126	11.2	11.4	9.5	13.1	28.4	26.5	27,083	35,986
Writer's Digest†	1,201	18.4	19.5	13.9	15.1	21.7	11.3	19,326	23,389

* Unless otherwise indicated by daggers (†) & (††), income surveys were conducted in 1979, and answers refer to income for the previous year.
† Surveys for these publications were conducted in 1978 and refer to income for 1977.
†† Surveys for these publications were conducted in 1977 and refer to income for 1976.

GEOGRAPHIC REGION

Magazine	Total resp.	Percentage: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
American Banker	1,378	11.2	30.0	18.3	6.6	14.7	4.4	6.4	2.5	6.0
American Film	1,332	4.4	18.1	13.1	3.4	24.6	2.3	4.9	3.0	26.2
Atlas	1,108	5.7	18.3	19.9	7.6	13.2	3.2	6.7	5.9	19.7
Black Enterprise	1,037	2.4	20.1	15.4	3.4	27.0	10.1	8.7	1.4	11.5
Carte Blanche	1,207	4.4	17.4	13.3	3.9	16.2	3.6	14.3	4.9	22.0
Cue	1,[illegible]0	1.9	95.5	0.5	0.3	1.1	0	0.3	0.1	0.4
Family Handyman	1,250	6.1	17.4	23.4	10.6	13.6	3.7	7.0	5.3	13.0
Horizon	1,258	6.5	21.0	16.1	5.9	13.7	2.3	6.4	4.8	23.3
Industry Week	1,232	6.6	20.0	30.7	8.0	11.7	5.0	6.9	2.4	8.8
Leadership Network	1,311	10.0	22.6	15.4	6.1	15.5	2.7	5.7	4.4	17.5
Management Leisure Time	1,184	6.4	19.4	24.8	8.1	14.0	4.6	7.3	4.0	11.2
Money	1,259	6.6	18.6	19.4	7.3	14.9	3.3	7.4	5.1	17.5
Morristown Daily Record	1,165	0.1	99.8	0	0	0	0	0	0.1	0
Natural History	1,272	6.4	28.4	13.4	6.1	12.1	3.1	6.7	5.5	18.4
Prime Showcase (LHJ)	1,362	5.9	22.7	25.1	6.3	12.5	1.5	6.0	2.3	17.5
Sales & Marketing Management	1,354	7.8	21.0	25.3	8.2	11.6	3.2	7.8	3.0	12.0
Signature	1,228	5.5	22.7	17.8	6.0	15.8	3.0	8.6	3.8	16.7
Spectrum (IEEE)	1,465	10.1	19.7	13.1	4.4	16.4	3.0	7.7	5.9	19.8
Texas Monthly	1,391	0.6	1.0	1.3	0.9	1.9	0.7	90.7	1.4	1.4
Travel & Leisure	1,224	7.7	21.8	15.8	5.9	17.7	3.3	9.4	4.1	14.2
Wall Street Journal	1,382	6.8	16.0	22.3	7.0	14.5	3.1	9.3	5.1	15.8
Westways	1,121	0	0.2	0.3	0	0.2	0.1	0	0.6	98.7
World Tennis	1,196	5.8	15.9	20.0	6.1	18.1	5.5	9.4	3.9	15.2
Writer's Digest	1,296	4.3	13.7	18.8	7.8	15.2	3.2	7.8	7.3	21.8

MONROE MENDELSOHN

ADULTS AND MARKETS OF AFFLUENCE - 1980

MONROE Mendelsohn's 1980 Survey of Adults and Markets of Affluence is the fourth national syndicated measurement of those U.S. adults, living in the continental U.S., who had household incomes of $40,000 or above in 1979.

The affluent market in this country continues to grow and assume greater proportions and significance. In line with the results reported in the Current Population Surveys of the Bureau of the Census, the 1980 projection base is 15,800,000 affluent adults, approximately 10% of the total U.S. adult population, compared to nine million affluent adults, 6% of the population, in 1979. The estimated 1980 affluent households is 5,710,000 (3,225,000 in 1979).

For the current survey, Monroe Mendelsohn mailed questionnaires in the Spring of 1980 to 9,000 adults residing in high-income areas of the contiguous 48 states. Usable returns were received from 5,158 adults, 61% of all deliverable questionnaires. Of these, 62% or 3,219 had the requisite household income of $40,000 or more. These 3,219 adults (21% more than in 1979) make up the respondent base of the 1980 report.

The 1980 survey measured the audiences of 51 publications. The following tables show, for these 51 publications, the numbers of adults, men and women with $40,000 or more income in their audience, and their age breakouts.

Percent composition shows the percentage of the circulation of each publication in that category; percent coverage is the percentage of the people in that category that is reached by that particular publication.

For additional information, contact Monroe Mendelsohn Research, Inc., 352 Park Ave. So., New York 10010, (212) 684-6350.

	Adults (in thousands)		Men (in thousands)			Women (in thousands)		
SEX	Total number	Pct. cov.	Total number	Pct. comp.	Pct. cov.	Total number	Pct. comp.	Pct. cov.
Total affluent adults	15,800	100.0	8,561	54.2	100.0	7,239	45.8	100.0
Architectural Digest	1,642	10.4	157	46.1	8.8	885	53.9	12.2
The Atlantic	229	1.5	141	61.3	1.6	89	38.7	1.2
Barron's	565	3.6	464	82.1	5.4	101	17.9	1.4
Better Homes & Gardens	4,489	28.4	1,516	33.8	17.7	2,973	66.2	41.1
Bon Appetit	2,075	13.1	697	33.6	8.1	1,377	66.4	19.0
Business Week	2,229	4.1	1,719	77.1	20.1	510	22.9	7.0
Dun's Review	560	3.5	498	88.9	5.8	62	11.1	0.9
Esquire	684	4.3	483	70.6	5.6	201	29.4	2.8
Forbes	1,706	10.8	1,267	74.3	14.8	439	25.7	6.1
Fortune	1,918	12.1	1,458	76.0	17.0	461	24.0	6.4
GEO	367	2.3	209	57.0	2.4	158	43.0	2.2
Golf Digest	1,276	8.1	889	69.7	10.4	386	30.3	5.3
Golf Magazine	885	5.6	641	72.4	7.5	244	27.6	3.4
Good Housekeeping	3,223	20.4	860	26.7	10.0	2,363	73.3	32.6
Gourmet	1,544	9.8	582	37.7	6.8	962	62.3	13.3
Harper's Bazaar	1,297	8.2	203	15.7	2.4	1,093	84.3	15.1
Harper's Magazine	308	2.0	106	34.5	1.2	202	65.5	2.8
House Beautiful	2,274	14.4	655	28.8	7.6	1,620	71.2	22.4
House & Garden	2,284	14.5	680	29.8	7.9	1,605	70.2	22.2
Ladies' Home Journal	2,734	17.3	632	23.1	7.4	2,101	76.9	29.0
McCall's	2,445	15.5	464	19.0	5.4	1,980	81.0	27.4
Money	1,644	10.4	958	58.3	11.2	686	41.7	9.5
National Geographic	5,549	35.1	3,137	56.5	36.6	2,412	43.5	33.3
Nation's Business	939	5.9	768	81.8	9.0	171	18.2	2.4
Natural History	580	3.7	308	53.2	3.6	271	46.8	3.8
Newsweek	3,719	23.5	2,145	57.7	25.1	1,573	42.3	21.7
New West Magazine	299	1.9	160	53.4	1.9	140	46.6	1.9
The New Yorker	1,106	7.0	593	53.6	6.9	513	46.4	7.1
New York Magazine	791	5.0	440	55.7	5.1	351	44.3	4.8
New York Times (Daily)	1,793	11.3	1,095	61.1	12.8	698	38.9	9.6
New York Times (Sunday)	2,622	16.6	1,477	56.3	17.3	1,145	43.7	15.8
Penthouse	1,419	9.0	1,081	76.2	12.6	338	23.8	4.7
Playboy	2,537	16.1	1,826	72.0	21.3	711	28.0	9.8
Psychology Today	698	4.4	287	41.1	3.4	411	58.9	5.7
Saturday Review	219	1.4	117	53.2	1.4	103	46.8	1.4
Scientific American	617	3.9	494	80.1	5.8	123	19.9	1.7
Signature	570	3.6	405	71.0	4.7	165	29.0	2.3
Smithsonian	2,188	13.8	1,146	52.4	13.4	1,042	47.6	14.4
Southern Living	1,547	9.8	715	46.2	8.3	832	53.8	11.5
Sports Illustrated	2,656	16.8	1,909	71.9	22.3	747	28.1	10.3

SEX CONTINUED	Adults (in thousands)		Men (in thousands)			Women (in thousands)		
	Total number	Pct. cov.	Total number	Pct. comp.	Pct. cov.	Total number	Pct. comp.	Pct. cov.
Sunset	1,231	7.8	610	49.5	7.1	621	50.5	8.6
Tennis	701	4.4	383	54.6	4.5	318	45.4	4.4
Time	5,579	35.3	3,236	58.0	37.8	2,343	42.0	32.4
Town & Country	970	6.1	335	34.5	3.9	635	65.5	8.8
Travel & Leisure	1,864	11.8	1,045	56.1	12.2	819	43.9	11.3
Travel/Holiday	669	4.2	378	56.5	4.4	291	43.5	4.0
U.S. News & World Report	2,601	16.5	1,671	64.2	19.5	931	35.8	12.9
Vogue	1,820	11.5	353	19.4	4.1	1,467	80.6	20.3
"W"	401	2.5	145	36.2	1.7	256	63.8	3.5
Wall Street Journal	4,126	26.1	3,020	73.2	35.3	1,107	26.8	15.3
World Tennis	462	2.9	277	59.9	3.2	186	40.1	2.6

AGE	18–34 years		35–39 years		40–49 years		50–64 years		65 years & older		
	Pct. comp.	Pct. cov.	Pct. comp.	Pct. cov.	Pct. comp.	Pct. cov.	Pct. comp.	Pct. cov.	Pct. comp.	Pct. cov.	Median age
Total affluent adults	18.6	100.0	21.0	100.0	20.4	100.0	32.8	100.0	7.1	100.0	45.1
Architectural Digest	18.3	10.2	28.4	14.0	17.4	8.8	30.0	9.5	6.0	8.8	41.9
The Atlantic	16.0	1.3	14.7	1.0	11.5	0.8	47.2	2.1	10.6	2.2	52.5
Barron's	19.5	3.8	14.5	2.5	17.5	3.1	38.0	4.2	10.4	5.2	49.1
Better Homes & Gardens	16.8	25.7	23.3	31.4	19.7	27.4	33.6	29.2	6.6	26.2	45.0
Bon Appetit	15.7	11.1	29.8	18.6	18.9	12.1	28.2	11.3	7.4	13.6	42.4
Business Week	17.6	13.3	25.3	17.0	19.5	13.5	31.5	13.6	6.1	12.1	43.7
Dun's Review	4.5	0.8	17.9	3.0	20.4	3.5	48.4	5.2	8.7	4.4	52.2
Esquire	25.4	5.9	22.6	4.7	16.3	3.5	26.7	3.5	8.9	5.4	41.2
Forbes	15.2	8.8	17.9	9.2	18.6	9.8	38.5	12.7	9.7	14.7	49.0
Fortune	14.8	9.7	21.9	12.7	21.3	13.0	32.3	12.0	9.0	15.4	46.1
GEO	22.6	2.8	19.7	2.2	23.9	2.7	29.4	2.1	4.4	1.5	43.2
Golf Digest	11.5	5.0	12.6	4.8	15.6	6.2	49.3	12.1	11.1	12.6	53.1
Golf Magazine	16.4	4.9	8.8	2.3	17.4	4.8	47.6	8.1	9.9	7.8	52.3
Good Housekeeping	17.8	19.5	25.1	24.3	20.6	20.5	30.3	18.8	6.3	18.0	43.5
Gourmet	14.7	7.7	23.9	11.1	19.0	9.1	34.3	10.2	8.2	11.2	46.0
Harper's Bazaar	16.1	7.1	27.7	10.8	17.1	6.9	33.0	8.3	6.1	7.0	43.6
Harper's Magazine	8.1	0.9	15.4	1.4	26.5	2.5	41.1	2.4	8.9	2.4	50.0
House Beautiful	17.1	13.2	27.5	18.8	18.2	12.8	32.0	14.1	5.2	10.5	43.0
House & Garden	16.3	12.7	28.7	19.7	18.8	13.3	30.2	13.3	6.0	12.2	42.7
Ladies' Home Journal	16.9	15.7	24.5	20.1	20.1	17.0	30.0	15.8	8.6	20.8	44.3
McCall's	18.0	14.9	21.3	15.7	19.7	14.9	34.3	16.2	6.8	14.7	45.4
Money	22.5	12.6	23.6	11.7	20.0	10.2	30.6	9.7	3.3	4.8	41.9
National Geographic	12.6	23.8	22.7	37.9	23.0	39.6	33.2	35.6	8.4	41.4	46.4
Nation's Business	8.8	2.8	16.6	4.7	20.5	6.0	47.3	8.6	6.8	5.7	51.3
Natural History	15.9	3.1	21.2	3.7	25.9	4.6	25.6	2.9	11.4	5.9	45.0
Newsweek	21.1	26.7	22.2	24.8	17.3	19.9	32.2	23.1	7.2	23.8	43.9
New West Magazine	7.2	0.7	21.5	1.9	30.0	2.8	35.2	2.0	6.0	1.6	47.1
The New Yorker	13.2	5.0	15.7	5.2	21.3	7.3	39.4	8.4	10.4	10.2	49.9
New York Magazine	24.8	6.7	21.4	5.1	19.7	4.8	27.4	4.2	6.8	4.8	42.0
New York Times (Daily)	16.9	10.3	17.1	9.2	20.5	11.4	35.3	12.2	10.2	16.3	47.8
New York Times (Sunday)	16.8	15.0	21.8	17.2	20.7	16.8	32.2	16.3	8.4	19.7	45.5
Penthouse	38.7	18.7	20.4	8.7	17.5	7.7	20.2	5.5	3.2	4.1	37.8
Playboy	29.2	25.2	25.0	19.1	19.4	15.2	23.1	11.3	3.3	7.5	39.2
Psychology Today	20.1	4.8	24.4	5.1	27.4	5.9	23.7	3.2	4.5	2.8	42.0
Saturday Review	11.8	0.9	17.2	1.1	9.0	0.6	48.5	2.1	13.5	2.6	53.7
Scientific American	17.0	3.6	17.9	3.3	23.7	4.5	30.3	3.6	11.1	6.1	46.4
Signature	19.5	3.8	19.1	3.3	18.3	3.2	39.4	4.3	3.7	1.9	46.3
Smithsonian	18.4	13.7	16.8	11.0	20.8	14.1	32.6	13.8	11.4	22.1	47.1
Southern Living	14.2	7.5	24.6	11.4	19.8	9.5	34.1	10.2	7.4	10.1	45.7
Sports Illustrated	19.7	17.8	25.1	20.1	22.9	18.9	27.9	14.3	4.2	10.0	42.2
Sunset	14.2	5.9	22.5	8.3	24.8	9.4	34.0	8.1	4.5	5.0	45.4
Tennis	17.2	4.1	28.2	5.9	27.7	6.0	25.9	3.5	1.1	0.7	41.7
Time	20.6	39.0	21.1	35.5	21.3	36.9	30.7	33.1	6.2	31.0	43.9
Town & Country	12.3	4.1	26.2	7.6	18.8	5.6	32.3	6.0	10.5	9.0	46.1
Travel & Leisure	11.9	7.5	23.5	13.2	20.7	12.0	35.4	12.7	8.5	14.1	47.1
Travel/Holiday	9.8	2.2	18.1	3.6	16.3	3.4	41.7	5.4	14.1	8.4	52.1
U.S. News & World Report	15.5	13.7	17.9	14.0	17.9	14.4	35.5	17.8	13.2	30.5	49.3
Vogue	19.0	11.8	23.6	12.9	20.5	11.6	30.6	10.7	6.2	10.1	43.6
"W"	4.0	0.5	27.3	3.3	23.8	3.0	38.0	2.9	6.9	2.5	47.9
Wall Steet Journal	16.9	23.7	19.3	23.9	18.6	23.8	34.8	27.7	10.4	38.1	47.4
World Tennis	18.5	2.9	24.3	3.4	28.5	4.1	26.9	2.4	1.8	0.7	42.6

CRMA

PRIMARY AUDIENCES OF CITY & REGIONAL MAGAZINES - 1979

THE Primary Audiences of City & Regional Magazines — 1979, first joint subscriber survey by and for city magazines, was conducted for the City & Regional Magazine Association by Don Bowdren Associates. It provides the national advertiser with standardized research by which to measure and compare city and regional publications. The tables below are excerpted from this study.

Twelve magazines with a combined paid circulation of over 1.1 million participated in the study. Primary readers (9,239) residing in 5,976 primary households were surveyed—those households that purchased their copies either through subscription or at the newsstands.

Composite results appear in the first line of every table, with the individual findings for the participating magazines following. The composite figures in each table project to the total circulation (or subscription circulation where appropriate) of the 12 publications under study. Data for Atlanta Magazine and The Washingtonian are not broken out, but their figures are reflected in the composite numbers.

For further information on these publications, turn to Sections 2 and 3, pages 23 and 63. Or, contact CRMA, 675 Third Ave., New York 10017, (212) 687-2522.

CIRCULATION

Magazine	Circulation*	Magazine	Circulation*
Atlanta Magazine[1]	39,597	Monthly Detroit	34,309
Boston Magazine	75,462	Nashville!	20,650
Chicago	189,556	New Jersey Monthly	106,855
Cleveland	55,577	Philadelphia Magazine	140,360
Cue/New York[2]	245,430	San Diego Magazine	47,500
D Magazine	57,240	Washingtonian[1]	95,216

* June 30, 1979 ABC statements.
[1] Data not broken out but figures included in composite numbers.
[2] Effective April 1980 Cue/New York merged with New York Magazine.

SEX/AGE

Magazines	Primary readers	Percent		Percent					Median age
		Adult males	Adult females	18–24 years	25–34 years	35–49 years	50–64 years	65 years & older	
Composite	9,239	47.4	52.6	12.1	28.6	29.2	22.3	7.8	39.1
Boston Magazine	668	47.1	52.9	13.0	30.8	29.5	22.1	4.6	37.5
Chicago	1,558	47.5	52.5	10.0	29.2	30.0	21.9	8.9	39.5
Cleveland	617	49.1	50.9	13.6	25.4	29.3	24.3	7.4	40.9
Cue/New York	1,682	44.0	56.0	15.6	32.1	25.2	19.2	7.9	36.2
D Magazine	460	47.7	52.3	8.4	33.9	30.7	19.4	7.6	37.8
Monthly Detroit	478	50.1	49.9	12.6	31.0	32.0	19.4	5.0	37.5
Nashville!	605	44.9	55.1	9.1	28.1	30.9	21.8	10.1	39.6
New Jersey Monthly	1,067	49.1	50.9	10.9	23.3	29.2	28.0	8.6	42.8
Philadelphia Magazine	1,284	47.5	52.5	16.2	31.0	27.5	19.4	5.9	36.3
San Diego Magazine	562	48.1	51.9	6.9	18.3	26.5	32.3	16.0	49.0

HOUSEHOLD INCOME

Magazine	Primary readers	Percent						Dollars	
		Under $10,000	$10,000 -14,999	$15,000 -24,999	$25,000 -49,999	$50,000 -99,999	$100,000 & over	Median HH income	Avg. HH income
Composite	9,239	3.9	5.9	20.1	42.3	21.4	6.4	34,485	45,480
Boston Magazine	668	4.3	6.5	22.8	42.1	19.8	4.5	32,910	41,290
Chicago	1,558	2.6	4.7	16.4	41.4	25.6	9.3	39,310	51,440
Cleveland	617	3.5	7.7	19.0	47.2	17.0	5.6	32,805	42,975
Cue/New York	1,682	7.0	10.0	26.0	33.9	16.2	6.9	28,720	41,790
D Magazine	460	2.3	4.3	17.6	38.8	25.8	11.2	40,810	55,965
Monthly Detroit	478	3.5	6.3	22.8	42.3	20.6	4.5	34,325	42,685
Nashville!	605	4.2	7.9	21.2	43.0	17.0	6.7	31,365	43,905
New Jersey Monthly	1,067	4.0	3.2	19.2	48.3	21.7	3.6	33,915	41,895
Philadelphia Magazine	1,284	3.8	6.0	21.2	45.1	17.8	6.1	32,835	43,230
San Diego Magazine	562	4.0	4.3	16.8	43.3	24.0	7.6	35,405	48,915

You can't reach the elite in Philadelphia without us.

69% of *Philadelphia* Magazine primary readers have household incomes of $25,000 and over.

47.3% graduated from college and beyond.

58.5% are between the ages of 25 and 49.

68.4% of our household heads have professional/managerial occupations.

18.3% are on a board of directors.

Being elite, they do what the elite are expected to do.

87.3% are active in organizations—professional, business, cultural, civic, etc.

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54.1% took pleasure trips by plane in the United States last year.

41.2% took business trips by plane in the United States last year.

43.8% have passports.

13.1% own second homes.

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Our studies also show these advantages for *Philadelphia* Magazine:

33.9% (77,800) of our primary audience doesn't read the *Inquirer* and 48.5% (111,308) doesn't read the *Bulletin* (Mon.-Sat.).

Average Starch scores on ad readership are substantially higher than newspapers and leading national magazines.

Paid circulation has grown by 89,000, while the daily *Inquirer* is down by 63,000 and the *Bulletin* by 190,000, in 10 years (1969-79).

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Philadelphia
MAGAZINE

1500 Walnut St., Philadelphia, Pa. 19102 (215) 545-3500

Source: The Primary Audiences of City and Regional Magazines, Don Bowdren Associates, 1979.

EDUCATION

Magazine	Primary readers	Percent: Grade school	Att. high school	High school grad	Att. college	College grad	Att. post grad	Graduate degree
Composite	9,239	0.8	3.3	19.4	24.5	20.8	11.1	20.1
Boston Magazine	668	0.4	3.8	16.6	23.0	22.8	11.4	22.0
Chicago	1,558	0.3	1.8	12.5	22.9	24.3	12.1	26.1
Cleveland	617	0.9	2.1	23.8	26.0	21.1	9.9	16.2
Cue/New York	682	1.3	5.0	24.9	25.2	17.7	9.6	16.3
D Magazine	460	0.1	2.0	10.6	28.7	25.5	12.3	20.8
Monthly Detroit	478	0.8	2.6	17.4	27.1	21.1	13.2	17.8
Nashville!	605	0.6	2.5	25.7	28.2	21.9	6.2	14.9
New Jersey Monthly	1,067	1.2	4.6	26.5	22.4	18.7	10.3	16.3
Philadelphia Magazine	1,284	1.1	4.3	24.2	23.1	19.4	9.5	18.4
San Diego Magazine	562	0.7	3.9	17.4	32.6	15.9	13.4	16.1

OCCUPATION

Magazine	Primary households	Percent: Business mgt/admin	Other business [1]	Prof/Tech	Govt.	Other [2]	Board of Directors [3]
Composite	5,976	39.6	15.6	27.2	7.4	10.2	19.1
Boston Magazine	423	41.3	11.6	30.0	6.0	11.1	25.2
Chicago	1,026	40.7	13.5	33.1	4.4	8.3	20.8
Cleveland	371	37.5	19.0	25.8	4.8	12.9	18.2
Cue/New York	1,245	38.7	22.7	25.5	4.4	8.7	16.8
D Magazine	292	50.8	14.3	23.2	2.4	9.2	27.0
Monthly Detroit	321	37.8	16.4	29.6	8.1	8.1	16.4
Nashville!	368	44.4	17.8	20.9	4.5	11.4	24.5
New Jersey Monthly	625	45.6	14.3	23.1	6.0	11.0	15.3
Philadelphia Magazine	768	39.1	16.0	29.6	5.3	10.0	18.3
San Diego Magazine	342	39.6	14.4	18.8	5.9	21.3	25.7

[1] Sales, secretarial, clerical, repairman, serviceman, skilled worker, laborer, other business title.
[2] Homemakers, students, retired people, temporarily unemployed.
[3] Head of household on the Board of Directors of his/her company or any other company.

REFER BACK

Magazine	Primary households	Percent: Don't refer back	Refer back once	Refer back twice	Three times or more	Average
Composite	5,976	10.5	16.3	25.4	47.8	3.3
Boston Magazine	423	14.0	19.2	29.8	37.0	2.6
Chicago	1,026	6.6	12.5	21.3	59.6	3.7
Cleveland	371	13.9	18.2	31.3	36.6	2.6
Cue/New York	1,245	10.2	9.4	15.5	64.9	4.9
D Magazine	292	12.5	22.6	27.3	37.6	2.5
Monthly Detroit	321	16.7	18.3	27.8	37.2	2.6
Nashville!	368	14.6	19.3	30.0	36.1	2.5
New Jersey Monthly	625	14.5	21.5	30.0	34.0	2.5
Philadelphia Magazine	768	7.9	17.7	28.4	46.0	2.9
San Diego Magazine	342	9.1	13.5	27.7	49.7	3.2

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ORC

EXECUTIVE CARAVAN STUDY-1979

THE report that follows represents basic readership data from Opinion Research Corporation's Executive Caravan Readership Study. The report presents the findings of a personal interview research survey conducted among 2,573 executives drawn from a sample of the 500 largest manufacturing companies, and each of the 50 largest commercial banking, utilities, transportation, merchandising, life insurance, and diversified financial companies.

The data presented below is based on a combination of five quarterly waves, including October, 1978, April, July and October, 1979 and January, 1980. The data tabulates the responses of 2,573 middle and upper level managers to the question of which of the 36 publications they read regularly—at least three out of four issues.

Probability procedures are used to select companies where interviews will be conducted. A company generally remains in the sample for two consecutive quarterly surveys, then drops out until its next turn for selection.

All interviews are conducted in the offices of the respondents. Probability sampling techniques were used in the design and execution of the sample plan.

Caravan Surveys is a syndicated, shared-cost data collection vehicle. Reports are presented in tabular form; interpretive analysis is provided only if specifically contracted for by the client. For further information contact Opinion Research Corp., North Harrison St., Princeton, NJ 08540. (609) 924-5900.

AGE

	Total		Under 40 years		40–49 years		50 years & over	
Magazine	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total number	2,573	100	625	100	852	100	1,095	100
Atlantic Monthly	59	2.3	13	2.1	17	2.0	29	2.6
Barron's	197	7.7	42	6.7	64	7.5	91	8.3
Business Week	1,623	63.1	388	62.1	533	62.6	702	64.1
Dun's Review	612	23.8	85	13.6	177	20.8	350	32.0
Esquire	84	3.3	20	3.2	21	2.5	43	3.9
Field & Stream	135	5.2	28	4.5	35	4.1	72	6.6
Financial World	72	2.8	14	2.2	20	2.3	38	3.5
Forbes	950	36.9	200	32.0	305	35.8	445	40.6
Fortune	999	38.8	229	36.6	316	37.1	454	41.5
Harper's Magazine	52	2.0	14	2.2	14	1.6	24	2.2
Harvard Business Review	550	21.4	147	23.4	201	23.6	203	18.5
Institutional Investor	82	3.2	31	5.0	26	3.1	25	2.3
Industry Week	441	17.1	62	9.9	142	16.7	237	21.6
Money	277	10.8	82	13.1	84	9.9	111	10.1
National Geographic	1,036	40.3	194	31.0	332	39.0	510	46.6
Nation's Business	497	19.3	62	9.9	139	16.3	296	27.0
News Front	9	0.3	—	—	3	0.4	6	0.5
New York Magazine	137	5.3	43	6.9	38	1.5	56	5.1
New York Times (daily)	364	14.1	87	13.9	132	15.5	145	13.2
New York Times (Sunday)	530	20.6	133	21.3	166	19.5	231	21.1
New Yorker	207	8.0	41	6.6	67	7.9	99	9.0
Newsweek	815	31.7	208	33.3	254	29.8	353	32.2
Playboy	215	8.4	90	14.4	73	8.6	52	4.7
Reader's Digest	685	26.6	101	16.2	212	24.9	372	34.0
Signature	34	1.3	6	1.0	11	1.3	17	1.6
Scientific American	162	6.3	25	4.0	50	5.9	87	7.9
Smithsonian	366	14.2	65	10.4	112	13.1	189	17.3
Sports Afield	66	2.6	13	2.1	22	2.6	31	2.8
Sports Illustrated	665	25.8	163	26.1	251	29.5	251	22.9
Sunday Newspaper	1,719	66.8	419	67.0	575	67.5	725	66.2
Time	1,060	41.2	270	43.2	343	40.3	447	40.8
Travel & Leisure	164	6.4	29	4.6	54	6.3	81	7.4
TV Guide	371	14.4	88	14.1	120	14.1	163	14.9
U.S. News & World Report	588	22.9	117	18.7	170	20.0	301	27.5
Wall St. Journal	1,966	76.4	446	71.4	637	74.8	883	80.6
Saturday Review	61	2.4	10	1.6	14	1.6	37	3.4

INCOME

Magazine	Total		Under $25,000		$25,000–49,999		$50,000–99,999		$100,000 & over		Not reported	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total number	2,573	100	104	100	1,089	100	1,034	100	285	100	60	100
Atlantic Monthly	59	2.3	4	3.8	16	1.5	25	2.4	13	4.6	1	1.7
Barron's	197	7.7	6	5.8	48	4.4	94	9.1	42	14.7	7	11.7
Business Week	1,623	63.1	44	42.3	641	59.0	690	66.7	210	73.7	38	63.3
Dun's Review	612	23.8	14	13.5	168	15.4	305	29.5	105	36.8	20	33.3
Esquire	84	3.3	5	4.8	30	2.7	33	3.2	12	4.2	4	6.7
Field & Stream	135	5.2	5	4.8	65	6.0	47	4.5	15	5.3	3	5.0
Financial World	72	2.8	3	2.9	14	1.3	38	3.7	14	4.9	3	5.0
Forbes	950	36.9	20	19.2	269	24.7	449	43.4	191	67.0	21	35.0
Fortune	999	38.8	19	18.3	322	29.6	463	44.8	168	58.9	27	45.0
Harper's Magazine	52	2.0	2	1.9	16	1.5	24	2.3	9	3.2	1	1.7
Harvard Business Review	550	21.4	11	10.6	166	15.3	269	26.0	94	33.0	10	16.7
Institutional Investor	82	3.2	3	2.9	29	2.7	33	3.2	15	5.3	2	3.3
Industry Week	441	17.1	10	9.6	162	14.9	206	19.9	51	17.9	12	20.0
Money	277	10.8	13	12.5	122	11.2	98	9.5	34	11.9	10	16.7
National Geographic	1,036	40.3	32	30.8	415	38.1	432	41.8	138	48.4	19	31.7
Nation's Business	497	19.3	10	9.6	133	12.2	250	24.2	86	30.2	18	30.0
News Front	9	0.3	—	—	—	—	2	0.2	4	1.4	1	1.7
New York Magazine	137	5.3	6	5.8	50	4.6	52	5.0	26	9.1	3	5.0
New York Times (daily)	364	14.1	17	16.3	106	9.7	161	15.6	70	24.6	10	16.7
New York Times (Sunday)	530	20.6	17	16.3	167	15.3	240	23.2	93	32.6	13	21.7
New Yorker	207	8.0	7	6.7	52	4.8	100	9.7	45	15.8	3	5.0
Newsweek	815	31.7	43	41.3	345	31.7	322	31.1	87	30.5	18	30.0
Playboy	215	8.4	12	11.5	96	8.8	83	8.0	20	7.0	4	6.7
Reader's Digest	685	26.6	32	30.8	318	29.2	271	26.2	51	17.9	13	21.7
Signature	34	1.3	2	1.9	8	0.7	12	1.2	12	4.2	—	—
Scientific American	162	6.3	2	1.9	58	5.3	66	6.4	32	11.2	4	6.7
Smithsonian	366	14.2	8	7.7	128	11.8	162	15.7	63	22.1	5	8.3
Sports Afield	66	2.6	5	4.8	37	3.4	16	1.5	8	2.8	—	—
Sports Illustrated	665	25.8	31	29.8	270	24.8	262	25.3	89	31.2	13	21.7
Sunday Newspaper	1,719	66.8	64	61.5	728	66.9	719	69.5	172	60.4	36	60.0
Time	1,060	41.2	40	38.5	416	38.2	425	41.1	149	52.3	30	50.0
Travel & Leisure	164	6.4	6	5.8	64	5.9	73	7.1	15	5.3	6	10.0
TV Guide	371	14.4	16	15.4	163	15.0	148	14.3	38	13.3	6	10.0
U.S. News & World Report	588	22.9	18	17.3	248	22.8	223	21.6	87	30.5	12	20.0
Wall St. Journal	1,966	76.4	54	51.9	721	66.2	884	85.5	265	93.0	42	70.0
Saturday Review	61	2.4	1	1.0	20	1.8	25	2.4	14	4.9	1	1.7

JOB FUNCTION

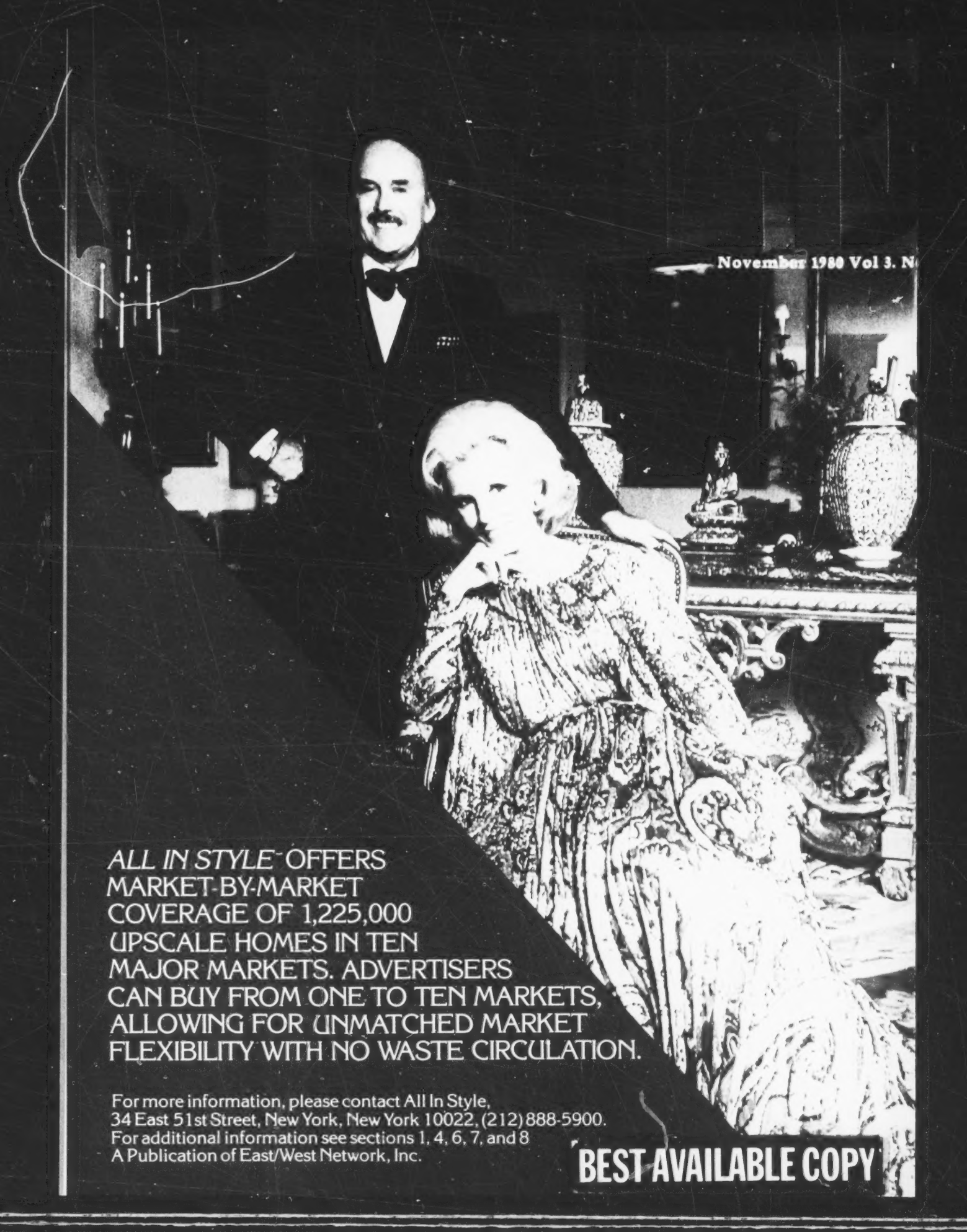
Magazine	Total		Finance/ Acct./Contr.		Manufacturing/ Production		Marketing		Gen'l. Mgt.		Engineering/ R & D		All others	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total number	2,573	100	337	100	266	100	635	100	479	100	187	100	764	100
Atlantic Monthly	59	2.3	2	0.6	1	0.4	18	2.8	16	3.3	6	3.2	18	2.4
Barron's	197	7.7	35	10.4	10	3.8	42	6.6	42	8.8	11	5.9	65	8.5
Business Week	1,623	63.1	217	64.4	167	62.8	404	63.6	332	69.3	85	45.5	470	61.5
Dun's Review	612	23.8	98	29.1	54	20.3	111	17.5	157	32.8	33	17.6	189	24.7
Esquire	84	3.3	7	2.1	3	1.1	34	5.4	18	3.8	2	1.1	23	3.0
Field & Stream	135	5.2	10	3.0	28	10.5	35	5.5	28	5.8	7	3.7	32	4.2
Financial World	72	2.8	23	6.8	5	1.9	10	1.6	16	3.3	4	2.1	19	2.5
Forbes	950	36.9	145	43.0	66	24.8	218	34.3	236	49.3	57	30.5	265	34.7
Fortune	999	38.8	149	44.2	64	24.1	239	37.6	229	47.8	63	33.7	285	37.3
Harper's Magazine	52	2.0	4	1.2	2	0.8	14	2.2	12	2.5	7	3.7	15	2.0
Harvard Business Review	550	21.4	76	22.6	39	14.7	126	19.8	116	24.2	24	12.8	192	25.1
Institutional Investor	82	3.2	36	10.7	2	0.8	14	2.2	16	3.3	1	0.5	18	2.4
Industry Week	441	17.1	35	10.4	88	33.1	92	14.5	91	19.0	40	21.4	111	14.5
Money	277	10.8	33	9.8	23	8.6	86	13.5	53	11.1	11	5.9	81	10.6
National Geographic	1,036	40.3	110	32.6	119	44.7	252	39.7	204	42.6	101	54.0	290	38.0

JOB FUNCTION CONTINUED

Magazine	Total		Finance/ Acct./Contr.		Manufacturing/ Production		Marketing		Gen'l. Mgt.		Engineering/ R & D		All others	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Nation's Business	497	19.3	56	16.6	47	17.7	108	17.0	119	24.8	39	20.9	149	19.5
News Front	9	0.3	—	—	—	—	4	0.6	3	0.6	1	0.5	2	0.3
New York Magazine	137	5.2	16	4.7	5	1.9	44	6.9	26	5.4	3	1.6	45	5.9
New York Times (daily)	364	14.1	47	13.9	12	4.5	91	14.3	70	14.6	17	9.1	138	18.1
New York Times (Sunday)	530	20.6	54	16.0	25	9.4	142	22.4	114	23.8	33	17.6	175	22.9
New Yorker	207	8.0	15	4.5	7	2.6	58	9.1	37	7.7	16	8.6	80	10.5
Newsweek	815	31.7	96	28.5	91	34.2	230	36.2	132	27.6	53	28.3	246	32.2
Playboy	215	8.4	37	11.0	10	3.8	65	10.2	40	8.4	15	8.0	61	8.0
Reader's Digest	685	26.6	94	27.9	103	38.7	153	24.1	108	22.5	46	24.6	218	28.5
Signature	34	1.3	7	2.1	2	0.8	8	1.3	7	1.5	2	1.1	10	1.3
Scientific American	162	6.3	6	1.8	11	4.1	32	5.0	25	5.2	44	23.5	50	6.5
Smithsonian	366	14.2	35	10.4	30	11.3	95	15.0	73	15.2	37	19.8	113	14.8
Sports Afield	66	2.6	5	1.5	12	4.5	19	3.0	11	2.3	3	1.6	16	2.1
Sports Illustrated	665	25.8	76	22.6	60	22.6	200	31.5	130	27.1	26	13.9	191	25.0
Sunday Newspaper	1,719	66.8	228	67.7	179	67.3	431	67.9	310	64.7	115	61.5	519	67.9
Time	1,060	41.2	128	38.0	80	30.1	305	48.0	223	46.6	64	34.2	298	39.0
Travel & Leisure	164	6.4	22	6.5	16	6.0	47	7.4	35	7.3	11	5.9	41	5.4
TV Guide	371	14.4	38	11.3	38	14.3	91	14.3	73	15.2	27	14.4	118	15.5
U.S. News & World Report	588	22.9	66	19.6	57	21.4	160	25.2	104	21.7	43	23.0	174	22.8
Wall St. Journal	1,966	76.4	289	85.8	164	61.7	468	73.7	409	85.4	115	61.5	588	77.0
Saturday Review	61	2.4	5	1.5	2	0.8	19	3.0	11	2.3	5	2.7	20	2.6

MANAGEMENT LEVEL

Magazine	Total		Officers		Non-officers rpt. to officers		Managers rpt. to non-officers	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total number	2,573	100	972	100	933	100	668	100
Atlantic Monthly	59	2.3	22	2.3	19	2.0	18	2.7
Barron's	197	7.7	94	9.7	76	8.1	27	4.0
Business Week	1,623	63.1	649	66.8	588	63.0	386	57.8
Dun's Review	612	23.8	342	35.2	200	21.4	70	10.5
Esquire	84	3.3	36	3.7	26	2.8	22	3.3
Field & Stream	135	5.2	44	4.5	45	4.8	46	6.9
Financial World	72	2.8	33	3.4	25	2.7	14	2.1
Forbes	950	36.9	507	52.2	298	31.9	145	21.7
Fortune	999	38.8	460	47.3	347	37.2	192	28.7
Harper's Magazine	52	2.0	20	2.1	16	1.7	16	2.4
Harvard Business Review	550	21.4	247	25.4	207	22.2	96	14.4
Institutional Investor	82	3.2	42	4.3	34	3.6	6	0.9
Industry Week	441	17.1	172	17.7	178	19.1	91	13.6
Money	277	10.8	98	10.1	102	10.9	77	11.5
National Geographic	1,036	40.3	410	42.2	363	38.9	263	39.4
Nation's Business	497	19.3	233	24.0	166	17.8	98	14.7
News Front	9	0.3	5	0.5	2	0.2	2	0.3
New York Magazine	137	5.3	54	5.6	45	4.8	38	5.7
New York Times (daily)	364	14.1	157	16.2	120	12.9	87	13.0
New York Times (Sunday)	530	20.6	230	23.7	188	20.2	112	16.8
New Yorker	207	8.0	93	9.6	76	8.1	38	5.7
Newsweek	815	31.7	286	29.4	295	31.6	234	35.0
Playboy	215	8.4	80	8.2	81	8.7	54	8.1
Reader's Digest	685	26.6	226	23.3	266	28.5	193	28.9
Signature	34	1.3	19	2.0	9	1.0	6	0.9
Scientific American	162	6.3	49	5.0	60	6.4	53	7.9
Smithsonian	366	14.2	160	16.5	126	13.5	80	12.0
Sports Afield	66	2.6	23	2.4	21	2.3	22	3.3
Sports Illustrated	665	25.8	265	27.3	224	24.0	176	26.3
Sunday Newspaper	1,719	66.8	626	64.4	645	69.1	448	67.1
Time	1,060	41.2	417	42.9	374	40.1	269	40.3
Travel & Leisure	164	6.4	59	6.1	60	6.4	45	6.7
TV Guide	371	14.4	127	13.1	134	14.4	110	16.5
U.S. News & World Report	588	22.9	229	23.6	208	22.3	151	22.6
Wall St. Journal	1,966	76.4	837	86.1	732	78.5	397	59.4
Saturday Review	61	2.4	26	2.7	17	1.8	18	2.7


November 1980 Vol 3. N
ALL IN STYLE OFFERS MARKET-BY-MARKET COVERAGE OF 1,225,000 UPSCALE HOMES IN TEN MAJOR MARKETS. ADVERTISERS CAN BUY FROM ONE TO TEN MARKETS, ALLOWING FOR UNMATCHED MARKET FLEXIBILITY WITH NO WASTE CIRCULATION.
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SECTION 5

ADI/COUNTY CIRCULATION

A national advertiser has to think locally for two reasons. There are always individual markets that are especially important to sales of an individual product, and national media do not cover all markets uniformly. This section is designed to help the planner determine the weight each national magazine puts into a specific local market.

The pages that follow contain circulation and household coverage in the top 20 ADI's for 133 major consumer and farm magazines in the ABC Data Bank. Also included for these same 133 publications are circulation and coverage figures for A, B, C and D counties.

Pages 158-159—Total circulation of the 133 magazines covered and an alphabetical list of the 20 ADI's as ranked by ABC.

Pages 159-171—Circulation and coverage of the top 20 ADI's.

Pages 172-173—A, B, C and D county circulation and coverage.

ABC MAGAZINE CIRCULATION

THE following pages contain two reports compiled to Encyclomedia specifications by the Audit Bureau of Circulations for the 133 publications included in the ABC Data Bank.

Based upon tabulations of county circulation data, the circulation figures for these magazines were tabulated and adjusted to approximate circulation averages for the 12 months ending December 31, 1979 (September 30, 1979 for Parade) as reported in ABC publishers' statements.

The adjusted county figures are grouped first to the top 20 Areas of Dominant Influence (ADI's) as defined by the Arbitron Company. For split county ADI's, the circulation of each publication was allocated according to the ratio of Arbitron's TV households. The circulations are then presented according to the adjusted county circulation figures for A, B, C and D county size groups as defined by the A.C. Nielsen Company.

Household data used to rank the ADI's are the latest ABC estimates. Shown are the ADI circulations as a percentage of market households and as a percentage of total U.S. circulation for each of the 133 publications. County size group circulation is also shown as a percentage of households for each publication.

Below is a list of the publications included in these reports along with their total U.S. circulation, percentage of total U.S. households covered, and the issue date used as the basis for the adjusted circulation figures. For your convenience, we have also provided alphabetical listings of the top 20 ADI's included in these analyses. Magazines with no significant circulation in a market do not appear in that market listing.

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TOTAL U.S. CIRCULATION AND COVERAGE

(77,382,000)

Publication	Total U.S. circ.	Pct. U.S. circ.	Issue date
Apartment Life	813,212	1.05	10/79
Architectural Digest	398,110	.51	11/78
Atlantic Monthly	315,395	.41	10/77
Better Homes & Gardens	7,937,822	10.26	10/79
Boating	169,182	.22	1/79
Bon Appetit	1,094,257	1.41	11/78
Book Digest	1,009,647	1.30	4/78
Boys' Life	1,728,516	2.23	12/77
Bride's Magazine	274,400	.35	8-9/77
Business Week	705,054	.91	5/30/77
Capper's Weekly	419,538	.54	11/28/78
Car Craft	359,936	.47	2/79
Car & Driver	660,033	.85	4/79
Catholic Digest	508,725	.66	5/77
Cosmopolitan	2,536,533	3.28	1/78
Cuisine	774,232	1.00	11/78
Cycle	418,968	.54	4/79
Decorating & Craft Ideas	812,361	1.05	11/79
Ebony	1,230,019	1.59	5/78
Esquire	630,758	.82	11/79
Family Circle	7,179,575	9.28	10/23/78
Field & Stream	1,990,369	2.57	3/78
Flying	348,628	.45	4/79
Forbes Magazine	660,851	.85	8/20/79
Fortune	564,881	.73	5/21/79
4-Wheel & Off-Road	121,212	.16	2/79
Gentlemen's Qtrly	354,662	.46	9/77
Glamour	1,755,757	2.27	9/77
Golf	653,888	.85	8/78
Golf Digest	921,196	1.19	8/78
Good Housekeeping	5,006,642	6.47	2/79
Gourmet	622,470	.80	3/79
Grit	946,737	1.22	5/20/79
Guns & Ammo	446,334	.58	2/79
Harper's/Atlantic	604,866	.78	10/77
Harper's Bazaar	587,379	.76	2/79
Harper's Magazine	289,288	.37	10/77
Homeowners "How-to"	269,513	.35	7-8/79
Hot Rod	760,627	.98	2/79
House Beautiful	834,477	1.08	2/79
House & Garden	996,895	1.29	9/77
Jet	694,919	.90	3/30/78
Ladies' Home Journal	5,431,411	7.02	9/79
Life	1,164,487	1.50	8/79
Mademoiselle	877,804	1.13	9/78
McCall's	6,366,459	8.23	4/78
Mechanix Illustrated	1,631,775	2.11	10/77
Modern Bride	252,083	.33	Sprg 79
Money	844,748	1.09	5/79
Motor Boating & Sailing	126,458	.16	4/79
Motorcyclist	177,596	.23	2/79
Motor Trend	679,801	.88	2/79
National Geographic	8,386,524	10.84	6/79
Nation's Business	1,242,231	1.61	11/78
Natural History	455,276	.59	12/79
The New Yorker	465,433	.60	11/6/78
Newsweek	2,855,086	3.69	6/19/78
Omni	644,570	.83	10/79
Oui	688,717	.89	4/78
Outdoor Life	1,605,967	2.08	10/78
Parade	21,085,913	27.25	3/31/80
Parents	1,375,701	1.78	10/78
Penthouse	3,714,432	4.80	9/79
People Weekly	2,090,701	2.70	8/27/79
Petersen Action Grp.	3,145,041	4.06	2/79
Petersen Motor Grp.	2,093,820	2.71	2/79
Petersen's Hunting	191,740	.25	2/79
Photographic	269,584	.35	2/79
Playboy	4,582,303	5.92	4/78
Popular Electronics	353,224	.46	3/79
Popular Mechanics	1,558,171	2.01	1/77
Popular Photography	765,226	.99	4/79
Popular Science	1,623,352	2.10	7/78
Psychology Today	1,100,004	1.42	4/79
Quest/79	298,940	.39	5/79
Reader's Digest	17,876,385	23.10	5/79
Redbook	4,240,525	5.48	3/79
Road & Track	506,809	.65	9/77
Rolling Stone	620,891	.80	8/23/79
Saturday Review	512,736	.66	5/26/79
Scientific American	542,571	.70	11/78
Scouting	891,885	1.15	10/79
Seventeen	1,310,479	1.69	4/78
Signature Magazine	562,868	.73	5/80
Ski	377,729	.49	10/78
Skiing	408,179	.53	1/79
Skin Diver	145,080	.19	2/79
Smithsonian	1,795,821	2.32	12/77
Southern Living	1,796,343	2.32	6/79
Sport Magazine	1,180,508	1.53	9/79

Publication	Total U.S. circ.	Pct. U.S. circ.	Issue date
Sporting News	348,407	.45	11/24/79
Sports Afield	522,496	.68	1/78
Sports Illustrated	2,209,216	2.85	4/2/79
Stereo Review	486,820	.63	3/79
Sunset Magazine	1,380,502	1.78	4/78
Teen	912,040	1.18	2/79
Tennis Magazine	425,888	.55	8/78
Time	4,278,607	5.53	3/12/79
Time B	1,569,754	2.03	5/28/79
Town & Country	188,740	.24	4/79
Travel & Leisure	930,700	1.20	11/79
True Confessions	236,207	.31	9/78
True Experience	160,737	.21	9/78
True Love	156,393	.20	9/78
True Romance	161,814	.21	9/78
True Story	1,505,044	1.94	3/79
TV Guide	19,277,853	24.91	3/17/79
US	788,587	1.02	3/6/79
U.S. News & Wrld Rep	2,372,194	3.07	3/26/79
Vogue	884,610	1.14	9/78
Woman's Day	7,072,905	9.14	12/18/79
Yachting	127,898	.17	1/79
Ziff-Davis Mag Netwk	3,256,732	4.21	1979
Amer. Agriculturist	95,986	.12	6/79
California Farmer	59,597	.08	12/9/78
Co. Rancher & Farmer	25,356	.03	6/77
Farm Journal	1,334,868	1.73	11/77
The Farmer	171,400	.22	3/15/80
The Farmer-Stockman	287,601	.37	12/79
Hoard's Dairyman	211,091	.27	5/25/78
Kansas Farmer	62,220	.08	9/15/79
Michigan Farmer	74,262	.10	9/15/79
Missouri Ruralist	80,234	.10	9/22/79
Nebraska Farmer	74,622	.10	6/17/78
NW Unit Farm Mags	111,497	.14	12/7/78
The Ohio Farmer	100,918	.13	9/15/79
Pennsylvania Farmer	76,479	.10	9/22/79
Prairie Farmer	215,762	.28	12/8/79
Progressive Farmer	952,265	1.23	6/78
Successful Farming	727,002	.94	3/79
Wallaces Farmer	128,963	.17	12/15/79
Wisc. Agriculturist	87,482	.11	12/15/79

ADI'S IN THIS ANALYSIS

ADI	Rank
Atlanta	17
Baltimore	19
Boston	6
Chicago	3
Cleveland	9
Dallas/Fort Worth	10
Detroit	7
Houston	12
Indianapolis	20
Los Angeles	2
Miami	15
Minneapolis/St. Paul	14
New York	1
Philadelphia	4
Pittsburgh	11
San Francisco	5
Seattle/Tacoma	16
St. Louis	13
Tampa/St. Petersburg	18
Washington, DC	8

ABC CIRCULATION BY ADI

1. NEW YORK
(6,538,700 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	156,000	2.39	19.18
Architectural Digest	51,026	.78	12.82
Atlantic Monthly	35,457	.54	11.24
Better Homes & Gardens	491,525	7.52	6.19
Boating	17,778	.27	10.51
Bon Appetit	94,884	1.45	8.67
Book Digest	89,255	1.37	8.84
Boys' Life	120,477	1.84	6.97
Bride's Magazine	27,751	.42	10.11
Business Week	109,311	1.67	15.50
Car Craft	17,866	.27	4.96
Car & Driver	57,572	.88	8.72
Catholic Digest	46,287	.71	9.10
Cosmopolitan	259,956	3.98	10.25
Cuisine	39,830	.61	5.14
Cycle	23,369	.36	5.58
Decorating & Craft Ideas	31,276	.48	3.85
Ebony	142,730	2.18	11.60
Esquire	85,143	1.30	13.50
Family Circle	491,346	7.51	6.84
Field & Stream	64,846	.99	3.26
Flying	17,884	.27	5.13
Forbes Magazine	77,198	1.18	11.68
Fortune	77,466	1.18	13.71
4-Wheel & Off-Road	4,259	.07	3.51
Gentlemen's Qtrly	44,762	.68	12.62
Glamour	204,958	3.13	11.67
Golf	44,642	.68	6.83
Golf Digest	58,785	.90	6.38
Good Housekeeping	331,818	5.07	6.63
Gourmet	84,795	1.30	13.62
Grit	6,962	.11	.74
Guns & Ammo	17,764	.27	3.98
Harper's/Atlantic	64,104	.98	10.60
Harper's Bazaar	85,374	1.31	14.53
Harper's Magazine	28,698	.44	9.92
Homeowners 'How-to'	18,826	.29	6.99
Hot Rod	32,221	.49	4.24
House Beautiful	77,613	1.19	9.30
House & Garden	107,538	1.64	10.79
Jet	80,521	1.23	11.59
Ladies' Home Journal	350,583	5.36	6.45
Life	123,878	1.89	10.64
Mademoiselle	101,133	1.55	11.52
McCall's	414,145	6.33	6.51
Mechanix Illustrated	105,647	1.62	6.47
Modern Bride	23,375	.36	9.27
Money	89,723	1.37	10.62
Motor Boating & Sailing	16,800	.26	13.29
Motor Trend	46,624	.71	6.86
Motorcyclist	9,281	.14	5.23
National Geographic	551,884	8.44	6.58
Nation's Business	89,263	1.37	7.19
Natural History	116,748	1.79	25.64
The New Yorker	99,736	1.53	21.43
Newsweek	265,233	4.06	9.29
Omni	59,675	.91	9.26
Oui	46,238	.71	6.71
Outdoor Life	52,755	.81	3.28
Parade	1,027,006	15.71	4.87
Parents	71,460	1.09	5.19
Penthouse	265,462	4.06	7.15
People Weekly	181,859	2.78	8.70
Petersen Action Grp.	170,178	2.60	5.41
Petersen Motor Grp.	110,551	1.69	5.28
Petersen's Hunting	7,118	.11	3.71
Photographic	26,774	.41	9.93
Playboy	330,673	5.06	7.22
Popular Electronics	28,399	.43	8.04
Popular Mechanics	100,902	1.54	6.48
Popular Photography	84,077	1.29	10.99
Popular Science	126,988	1.94	7.82
Psychology Today	106,434	1.63	9.68
Quest/79	25,004	.38	8.36
Reader's Digest	1,055,569	16.14	5.90
Redbook	257,536	3.94	6.07
Road & Track	43,778	.67	8.64
Rolling Stone	54,026	.83	8.70
Saturday Review	46,987	.72	9.16
Scientific American	59,620	.91	10.99
Scouting	59,687	.91	6.69
Seventeen	108,864	1.66	8.31
Signature Magazine	98,225	1.50	17.45
Ski	41,692	.64	11.04
Skiing	37,965	.58	9.30
Skin Diver	9,436	.14	6.50
Smithsonian	173,486	2.65	9.66
Sport Magazine	91,295	1.40	7.73
Sporting News	30,291	.46	8.69
Sports Afield	19,165	.29	3.67
Sports Illustrated	181,126	2.77	8.20
Stereo Review	54,821	.84	11.26
'Teen	50,290	.77	5.51
Tennis Magazine	49,426	.76	11.61
Time	449,808	6.88	10.51
Time B	166,921	2.55	10.63
Town & Country	26,514	.41	14.05
Travel & Leisure	130,860	2.00	14.06
True Confessions	7,325	.11	3.10
True Experience	4,946	.08	3.08
True Love	5,064	.08	3.24
True Romance	5,062	.08	3.13
True Story	59,463	.91	3.95
TV Guide	2,083,193	31.86	10.81
US	62,728	.96	7.95
U.S. News & Wrld Rep	164,107	2.51	6.92
Vogue	146,395	2.24	16.55
Woman's Day	534,665	8.18	7.56
Yachting	14,924	.23	11.67
Ziff-Davis Mag Netwk	292,169	4.47	8.97
Amer. Agriculturist	11,763	.18	12.25
Farm Journal	5,565	.09	.42
Hoard's Dairyman	2,680	.04	1.27
Pennsylvania Farmer	26	—	.03
Successful Farming	1,780	.03	.24

2. LOS ANGELES
(4,060,787 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	53,803	1.32	6.62
Architectural Digest	47,144	1.16	11.84
Atlantic Monthly	15,120	.37	4.79
Better Homes & Gardens	357,363	8.80	4.50
Boating	8,561	.21	5.06
Bon Appetit	89,627	2.21	8.19
Book Digest	66,338	1.63	6.57
Boys' Life	63,652	1.57	3.68
Bride's Magazine	11,601	.29	4.23
Business Week	42,334	1.04	6.00
Capper's Weekly	5,261	.13	1.25
Car Craft	16,803	.41	4.67
Car & Driver	41,904	1.03	6.35
Catholic Digest	20,464	.50	4.02
Cosmopolitan	161,853	3.99	6.38
Cuisine	38,160	.94	4.93
Cycle	21,304	.52	5.08
Decorating & Craft Ideas	27,382	.67	3.37
Ebony	57,908	1.43	4.71
Esquire	33,604	.83	5.33
Family Circle	351,698	8.66	4.90
Field & Stream	51,533	1.27	2.59
Flying	23,046	.57	6.61
Forbes Magazine	37,299	.92	5.64
Fortune	39,803	.98	7.05
4-Wheel & Off-Road	5,445	.13	4.49
Gentlemen's Qtrly	18,768	.46	5.29
Glamour	82,723	2.04	4.71
Golf	31,848	.78	4.87
Golf Digest	47,210	1.16	5.12
Good Housekeeping	192,242	4.73	3.84
Gourmet	41,702	1.03	6.70
Grit	7,480	.18	.79
Guns & Ammo	20,492	.50	4.59
Harper's/Atlantic	30,552	.75	5.05
Harper's Bazaar	44,255	1.09	7.53
Harper's Magazine	15,395	.38	5.32
Homeowners 'How-to'	10,216	.25	3.79
Hot Rod	33,094	.81	4.35
House Beautiful	47,531	1.17	5.70
House & Garden	60,998	1.50	6.12
Jet	29,842	.73	4.29
Ladies' Home Journal	245,474	6.04	4.52
Life	82,095	2.02	7.05
Mademoiselle	43,627	1.07	4.97
McCall's	273,415	6.73	4.29
Mechanix Illustrated	61,756	1.52	3.78
Modern Bride	12,183	.30	4.83
Money	52,455	1.29	6.21
Motor Boating & Sailing	5,574	.14	4.41
Motor Trend	37,421	.92	5.50
Motorcyclist	9,004	.22	5.07
National Geographic	458,138	11.28	5.46
Nation's Business	46,561	1.15	3.75
Natural History	22,090	.54	4.85
The New Yorker	24,049	.59	5.17
Newsweek	150,327	3.70	5.27
Omni	47,057	1.16	7.30
Oui	39,853	.98	5.79
Outdoor Life	32,307	.80	2.01
Parade	356,473	8.78	1.69
Parents	63,384	1.56	4.61
Penthouse	227,198	5.59	6.12
People Weekly	145,152	3.57	6.94
Petersen Action Grp.	157,213	3.87	5.00
Petersen Motor Grp.	101,695	2.50	4.86
Petersen's Hunting	4,895	.12	2.55
Photographic	19,801	.49	7.35
Playboy	280,339	6.90	6.12
Popular Electronics	21,723	.53	6.15
Popular Mechanics	60,175	1.48	3.86
Popular Photography	49,422	1.22	6.46
Popular Science	77,210	1.90	4.76
Psychology Today	75,663	1.86	6.88
Quest/79	21,599	.53	7.23
Reader's Digest	828,675	20.41	4.64
Redbook	168,905	4.16	3.98
Road & Track	40,343	.99	7.96
Rolling Stone	41,203	1.01	6.64
Saturday Review	24,074	.59	4.70
Scientific American	41,554	1.02	7.66
Scouting	34,729	.86	3.89
Seventeen	62,127	1.53	4.74
Signature Magazine	43,870	1.08	7.79
Ski	27,743	.68	7.34
Skiing	37,064	.91	9.08
Skin Diver	10,888	.27	7.50
Smithsonian	95,029	2.34	5.29
Sport Magazine	48,129	1.19	4.08
Sporting News	12,645	.31	3.63
Sports Afield	11,861	.29	2.27
Sports Illustrated	110,536	2.72	5.00
Stereo Review	28,123	.69	5.78
Sunset Magazine	304,807	7.51	22.08
Teen	45,149	1.11	4.95
Tennis Magazine	26,048	.64	6.12
Time	259,885	6.40	6.07
Time B	96,775	2.38	6.16
Town & Country	12,004	.30	6.36
Travel & Leisure	55,574	1.37	5.97
True Confessions	8,098	.20	3.43
True Experience	5,568	.14	3.46
True Love	4,779	.12	3.06
True Romance	5,668	.14	3.50
True Story	39,197	.97	2.60
TV Guide	1,469,173	36.18	7.62
US	70,104	1.73	8.89
U.S. News & Wrld Rep	120,758	2.97	5.09
Vogue	66,075	1.63	7.47
Woman's Day	312,055	7.68	4.41
Yachting	8,748	.22	6.84
Ziff-Davis Mag Netwk	209,311	5.15	6.43
California Farmer	7,587	.19	12.73
Farm Journal	4,243	.10	.32
Hoard's Dairyman	731	.02	.35
Successful Farming	1,055	.03	.15

3. CHICAGO
(2,919,100 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	52,165	1.79	6.41
Architectural Digest	22,514	.77	5.66
Atlantic Monthly	12,986	.44	4.12
Better Homes & Gardens	322,862	11.06	4.07
Boating	5,691	.19	3.36
Bon Appetit	49,032	1.68	4.48
Book Digest	27,084	.93	2.68
Boys' Life	63,359	2.17	3.67
Bride's Magazine	14,544	.50	5.30
Business Week	37,233	1.28	5.28
Capper's Weekly	2,881	.10	.69
Car Craft	11,617	.40	3.23
Car & Driver	31,094	1.07	4.71
Catholic Digest	19,344	.66	3.80
Cosmopolitan	117,736	4.03	4.64
Cuisine	36,903	1.26	4.77
Cycle	14,165	.49	3.38
Decorating & Craft Ideas	20,872	.72	2.57
Ebony	74,021	2.54	6.02
Esquire	31,782	1.09	5.04
Family Circle	296,303	10.15	4.13
Field & Stream	52,017	1.78	2.61
Flying	12,112	.41	3.47
Forbes Magazine	32,546	1.11	4.92
Fortune	32,185	1.10	5.70
4-Wheel & Off-Road	3,691	.13	3.05
Gentlemen's Qtrly	24,583	.84	6.93
Glamour	92,924	3.18	5.29
Golf	30,053	1.03	4.60
Golf Digest	38,023	1.30	4.13
Good Housekeeping	164,874	5.65	3.29
Gourmet	28,306	.97	4.55
Grit	9,622	.33	1.02
Guns & Ammo	10,708	.37	2.40
Harper's/Atlantic	24,254	.83	4.01
Harper's Bazaar	30,834	1.06	5.25
Harper's Magazine	11,272	.39	3.90
Homeowners 'How-to'	12,154	.42	4.51
Hot Rod	25,701	.88	3.38
House Beautiful	30,645	1.05	3.67
House & Garden	39,450	1.35	3.96
Jet	52,107	1.79	7.50
Ladies' Home Journal	176,021	6.03	3.24
Life	59,244	2.03	5.09
Mademoiselle	44,263	1.52	5.04
McCall's	191,134	6.55	3.00
Mechanix Illustrated	51,935	1.78	3.18
Modern Bride	13,117	.45	5.20
Money	40,642	1.39	4.81
Motor Boating & Sailing	3,829	.13	3.03
Motorcyclist	3,675	.13	2.07
Motor Trend	28,154	.96	4.14
National Geographic	307,005	10.52	3.66
Nation's Business	44,717	1.53	3.60
Natural History	11,507	.39	2.53
The New Yorker	19,082	.65	4.10
Newsweek	102,726	3.52	3.60
Omni	26,692	.91	4.14
Oui	32,598	1.12	4.73
Outdoor Life	36,674	1.26	2.28
Parade	793,318	27.18	3.76
Parents	42,880	1.47	3.12
Penthouse	136,572	4.68	3.68
People Weekly	87,293	2.99	4.18
Petersen Action Grp.	103,136	3.53	3.28
Petersen Motor Grp.	73,331	2.51	3.50
Petersen's Hunting	3,486	.12	1.82
Photographic	10,894	.37	4.04
Playboy	183,480	6.29	4.00
Popular Electronics	15,697	.54	4.44
Popular Mechanics	61,597	2.11	3.95
Popular Photography	32,492	1.11	4.25
Popular Science	71,457	2.45	4.40
Psychology Today	42,302	1.45	3.85
Quest/79	11,926	.41	3.99
Reader's Digest	576,328	19.74	3.22
Redbook	131,358	4.50	3.10
Road & Track	20,813	.71	4.11
Rolling Stone	22,016	.75	3.55
Saturday Review	21,363	.73	4.17
Scientific American	25,143	.86	4.63
Scouting	30,607	1.05	3.43
Seventeen	57,635	1.97	4.40

CHICAGO CONTINUED

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Signature Magazine	33,149	1.14	5.89
Ski	16,661	.57	4.41
Skiing	18,276	.63	4.48
Skin Diver	5,002	.17	3.45
Smithsonian	63,780	2.18	3.55
Sport Magazine	40,471	1.39	3.43
Sporting News	16,570	.57	4.76
Sports Afield	15,863	.54	3.04
Sports Illustrated	84,275	2.89	3.81
Stereo Review	24,017	.82	4.93
Teen	30,612	1.05	3.36
Tennis Magazine	17,370	.60	4.08
Time	198,035	6.78	4.63
Time B	80,947	2.77	5.16
Town & Country	8,739	.30	4.63
Travel & Leisure	51,494	1.76	5.53
True Confessions	7,542	.26	3.19
True Experience	5,464	.19	3.40
True Love	4,857	.17	3.11
True Romance	5,370	.18	3.32
True Story	45,117	1.55	3.00
TV Guide	587,757	20.13	3.05
US	31,289	1.07	3.97
U.S. News & Wrld Rep	80,823	2.77	3.41
Vogue	50,907	1.74	5.75
Woman's Day	289,247	9.91	4.09
Yachting	4,451	.15	3.48
Ziff-Davis Mag Netwk	137,461	4.71	4.22
Farm Journal	20,426	.70	1.53
Hoard's Dairyman	2,118	.07	1.00
Prairie Farmer	27,642	.95	12.81
Successful Farming	16,752	.57	2.30
Wisc. Agriculturist	606	.02	.69

4. PHILADELPHIA
(2,442,800 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	41,229	1.69	5.07
Architectural Digest	10,862	.44	2.73
Atlantic Monthly	12,498	.51	3.96
Better Homes & Gardens	222,515	9.11	2.80
Boating	7,460	.31	4.41
Bon Appetit	38,272	1.57	3.50
Book Digest	26,722	1.09	2.65
Boys' Life	63,395	2.60	3.67
Bride's Magazine	11,066	.45	4.03
Business Week	28,006	1.15	3.97
Car Craft	9,968	.41	2.77
Car & Driver	20,902	.86	3.17
Catholic Digest	21,260	.87	4.18
Cosmopolitan	85,690	3.51	3.38
Cuisine	20,297	.83	2.62
Cycle	11,786	.48	2.81
Decorating & Craft Ideas	16,846	.69	2.07
Ebony	66,798	2.73	5.43
Esquire	26,495	1.08	4.20
Family Circle	240,206	9.83	3.35
Field & Stream	47,316	1.94	2.38
Flying	7,683	.31	2.20
Forbes Magazine	22,314	.91	3.38
Fortune	20,865	.85	3.69
4-Wheel & Off-Road	2,852	.12	2.35
Gentlemen's Qtrly	21,079	.86	5.94
Glamour	74,105	3.03	4.22
Golf	19,656	.80	3.01
Golf Digest	28,588	1.17	3.10
Good Housekeeping	161,206	6.60	3.22
Gourmet	25,137	1.03	4.04
Grit	14,422	.59	1.52
Guns & Ammo	11,859	.49	2.66
Harper's/Atlantic	21,366	.87	3.53
Harper's Bazaar	21,376	.88	3.64
Harper's Magazine	8,909	.36	3.08
Homeowners 'How-to'	8,400	.34	3.12
Hot Rod	20,865	.85	2.74
House Beautiful	28,584	1.17	3.43
House & Garden	35,586	1.46	3.57
Jet	33,022	1.35	4.75
Ladies' Home Journal	178,653	7.31	3.29
Life	33,926	1.39	2.91
Mademoiselle	33,741	1.38	3.84
McCall's	208,256	8.53	3.27
Mechanix Illustrated	59,509	2.44	3.65
Modern Bride	9,256	.38	3.67
Money	35,483	1.45	4.20
Motor Boating & Sailing	5,636	.23	4.46
Motor Trend	22,618	.93	3.33
Motorcyclist	5,257	.22	2.96
National Geographic	248,291	10.16	2.96
Nation's Business	33,616	1.38	2.71
Natural History	14,234	.58	3.13
The New Yorker	17,610	.72	3.78
Newsweek	107,510	4.40	3.77
Omni	19,473	.80	3.02
Oui	19,798	.81	2.87
Outdoor Life	35,048	1.43	2.18
Parade	787,132	32.22	3.73
Parents	47,571	1.95	3.46
Penthouse	111,898	4.58	3.01
People Weekly	53,271	2.18	2.55
Petersen Action Grp.	91,344	3.74	2.90
Petersen Motor Grp.	61,566	2.52	2.94
Petersen's Hunting	5,407	.22	2.82
Photographic	8,944	.37	3.32
Playboy	133,709	5.47	2.92
Popular Electronics	10,610	.43	3.00
Popular Mechanics	50,891	2.08	3.27
Popular Photography	27,202	1.11	3.55
Popular Science	53,942	2.21	3.32
Psychology Today	39,693	1.62	3.61
Quest/79	9,354	.38	3.13
Reader's Digest	479,547	19.63	2.68
Redbook	132,744	5.43	3.13
Road & Track	16,668	.68	3.29
Rolling Stone	19,218	.79	3.10
Saturday Review	21,996	.90	4.29
Scientific American	18,447	.76	3.40
Scouting	29,880	1.22	3.35
Seventeen	40,416	1.65	3.08
Signature Magazine	17,799	.73	3.16
Ski	12,622	.52	3.34
Skiing	13,639	.56	3.34
Skin Diver	3,761	.15	2.59
Smithsonian	75,315	3.08	4.19
Southern Living	5,610	.23	.31
Sport Magazine	46,516	1.90	3.94
Sporting News	12,511	.51	3.59
Sports Afield	13,667	.56	2.62
Sports Illustrated	82,719	3.39	3.74
Stereo Review	18,409	.75	3.78
Teen	27,850	1.14	3.05
Tennis Magazine	16,420	.67	3.86
Time	178,864	7.32	4.18
Time B	68,506	2.80	4.36
Town & Country	6,651	.27	3.52
Travel & Leisure	37,791	1.55	4.06
True Confessions	5,838	.24	2.47
True Experience	2,955	.12	1.84
True Love	2,571	.11	1.64
True Romance	3,567	.15	2.20
True Story	43,038	1.76	2.86
TV Guide	518,477	21.22	2.69
US	23,090	.95	2.93
U.S. News & Wrld Rep	57,728	2.36	2.43
Vogue	34,110	1.40	3.86
Woman's Day	234,446	9.60	3.31
Yachting	4,370	.18	3.42
Ziff-Davis Mag Netwk	106,995	4.38	3.29
Amer. Agriculturist	3,350	.14	3.49
Farm Journal	10,055	.41	.75
Hoard's Dairyman	2,596	.11	1.23
Pennsylvania Farmer	8,135	.33	10.64
Progressive Farmer	1,495	.06	.16
Successful Farming	2,864	.12	.39

5. SAN FRANCISCO
(1,877,670 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	25,445	1.36	3.13
Architectural Digest	24,331	1.30	6.11
Atlantic Monthly	12,512	.67	3.97
Better Homes & Gardens	189,309	10.08	2.38
Boating	4,399	.23	2.60
Bon Appetit	64,040	3.41	5.85
Book Digest	34,394	1.83	3.41
Boys' Life	32,734	1.74	1.89
Bride's Magazine	4,640	.25	1.69
Business Week	29,499	1.57	4.18
Capper's Weekly	1,466	.08	.35
Car Craft	8,475	.45	2.35
Car & Driver	22,450	1.20	3.40
Catholic Digest	9,448	.50	1.86
Cosmopolitan	80,700	4.30	3.18
Cuisine	30,918	1.65	3.99
Cycle	12,424	.66	2.97
Decorating & Craft Ideas	14,936	.80	1.84
Ebony	36,121	1.92	2.94
Esquire	16,770	.89	2.66
Family Circle	183,129	9.75	2.55
Field & Stream	33,167	1.77	1.67
Flying	12,296	.65	3.53
Forbes Magazine	24,404	1.30	3.69
Fortune	25,777	1.37	4.56
4-Wheel & Off-Road	2,783	.15	2.30
Gentlemen's Qtrly	10,908	.58	3.08
Glamour	41,116	2.19	2.34
Golf	16,694	.89	2.55
Golf Digest	25,627	1.36	2.78
Good Housekeeping	99,916	5.32	2.00
Gourmet	39,894	2.12	6.41
Grit	2,492	.13	.26
Guns & Ammo	9,140	.49	2.05
Harper's/Atlantic	26,415	1.41	4.37
Harper's Bazaar	21,960	1.17	3.74
Harper's Magazine	13,852	.74	4.79
Homeowners 'How-to'	5,530	.29	2.05
Hot Rod	17,183	.92	2.26
House Beautiful	24,605	1.31	2.95
House & Garden	32,998	1.76	3.31
Jet	16,330	.87	2.35
Ladies' Home Journal	118,887	6.33	2.19
Life	43,155	2.30	3.71
Mademoiselle	20,360	1.08	2.32
McCall's	134,472	7.16	2.11
Mechanix Illustrated	34,456	1.84	2.11

SAN FRANCISCO CONTINUED

Publication	ADI circ.	Pct. ADI hsids.	Pct. total circ.
Modern Bride	4,708	.25	1.87
Money	35,348	1.88	4.18
Motor Boating & Sailing	3,171	.17	2.51
Motor Trend	18,053	.96	2.66
Motorcyclist	3,543	.19	1.99
National Geographic	270,209	14.39	3.22
Nation's Business	26,825	1.43	2.16
Natural History	16,131	.86	3.54
The New Yorker	24,485	1.30	5.26
Newsweek	85,293	4.54	2.99
Omni	22,051	1.17	3.42
Oui	24,955	1.33	3.62
Outdoor Life	20,516	1.09	1.28
Parade	487,427	25.96	2.31
Parents	27,560	1.47	2.00
Penthouse	117,505	6.26	3.16
People Weekly	66,262	3.53	3.17
Petersen Action Grp.	76,203	4.06	2.42
Petersen Motor Grp.	50,110	2.67	2.39
Petersen's Hunting	2,603	.14	1.36
Photographic	9,533	.51	3.54
Playboy	142,922	7.61	3.12
Popular Electronics	13,907	.74	3.94
Popular Mechanics	35,196	1.87	2.26
Popular Photography	27,207	1.45	3.56
Popular Science	40,636	2.16	2.50
Psychology Today	39,807	2.12	3.62
Quest/79	13,206	.70	4.42
Reader's Digest	381,389	20.31	2.13
Redbook	84,774	4.51	2.00
Road & Track	26,643	1.42	5.26
Rolling Stone	27,673	1.47	4.46
Saturday Review	18,539	.99	3.62
Scientific American	32,864	1.75	6.06
Scouting	16,460	.88	1.85
Seventeen	30,594	1.63	2.33
Signature Magazine	16,743	.89	2.97
Ski	15,543	.83	4.11
Skiing	16,840	.90	4.13
Skin Diver	5,147	.27	3.55
Smithsonian	65,222	3.47	3.63
Sport Magazine	27,504	1.46	2.33
Sporting News	6,913	.37	1.98
Sports Afield	8,045	.43	1.54
Sports Illustrated	60,132	3.20	2.72
Stereo Review	15,828	.84	3.25
Sunset Magazine	266,027	14.17	19.27
Teen	20,685	1.10	2.27
Tennis Magazine	13,582	.72	3.19
Time	154,704	8.24	3.62
Time B	59,622	3.18	3.80
Town & Country	6,098	.32	3.23
Travel & Leisure	29,870	1.59	3.21
True Confessions	3,452	.18	1.46
True Experience	2,534	.13	1.58
True Love	2,349	.13	1.50
True Romance	2,448	.13	1.51
True Story	19,769	1.05	1.31
TV Guide	687,360	36.61	3.57
US	19,940	1.06	2.53
U.S. News & Wrld Rep	61,508	3.28	2.59
Vogue	33,673	1.79	3.81
Woman's Day	165,269	8.80	2.34
Yachting	4,307	.23	3.37
Ziff-Davis Mag Netwk	111,305	5.93	3.42
California Farmer	7,755	.41	13.01
Farm Journal	3,312	.18	.25
Hoard's Dairyman	492	.03	.23
Successful Farming	676	.04	.09

6. BOSTON
(1,836,000 households)

Publication	ADI circ.	Pct. ADI hsids.	Pct. total circ.
Apartment Life	24,830	1.35	3.05
Architectural Digest	8,665	.47	2.18
Atlantic Monthly	17,223	.94	5.46
Better Homes & Gardens	163,434	8.90	2.06
Boating	4,871	.27	2.88
Bon Appetit	29,477	1.61	2.69
Book Digest	18,578	1.01	1.84
Boys' Life	39,117	2.13	2.26
Bride's Magazine	8,372	.46	3.05
Business Week	27,929	1.52	3.96
Car Craft	6,386	.35	1.77
Car & Driver	15,757	.86	2.39
Catholic Digest	17,916	.98	3.52
Cosmopolitan	69,900	3.81	2.76
Cuisine	17,991	.98	2.32
Cycle	8,850	.48	2.11
Decorating & Craft Ideas	14,928	.81	1.84
Ebony	12,259	.67	1.00
Esquire	21,754	1.18	3.45
Family Circle	229,581	12.50	3.20
Field & Stream	29,137	1.59	1.46
Flying	6,332	.34	1.82
Forbes Magazine	18,423	1.00	2.79
Fortune	18,983	1.03	3.36
4-Wheel & Off-Road	2,148	.12	1.77
Gentlemen's Qtrly	9,488	.52	2.68
Glamour	59,232	3.23	3.37
Golf	14,396	.78	2.20
Golf Digest	19,414	1.06	2.11
Good Housekeeping	122,857	6.69	2.45
Gourmet	28,832	1.57	4.63
Grit	10,638	.58	1.12
Guns & Ammo	6,098	.33	1.37
Harper's/Atlantic	29,723	1.62	4.91
Harper's Bazaar	18,953	1.03	3.23
Harper's Magazine	12,551	.68	4.34
Homeowners 'How-to'	7,134	.39	2.65
Hot Rod	12,598	.69	1.66
House Beautiful	20,913	1.14	2.51
House & Garden	28,839	1.57	2.89
Jet	7,068	.38	1.02
Ladies' Home Journal	124,512	6.78	2.29
Life	34,851	1.90	2.99
Mademoiselle	29,986	1.63	3.42
McCall's	138,470	7.54	2.17
Mechanix Illustrated	37,080	2.02	2.27
Modern Bride	7,063	.38	2.80
Money	27,831	1.52	3.29
Motor Boating & Sailing	4,766	.26	3.77
Motor Trend	13,442	.73	1.98
Motorcyclist	3,523	.19	1.98
National Geographic	245,195	13.35	2.92
Nation's Business	23,830	1.30	1.92
Natural History	10,989	.60	2.41
The New Yorker	26,594	1.45	5.71
Newsweek	104,543	5.69	3.66
Omni	17,839	.97	2.77
Oui	17,526	.95	2.54
Outdoor Life	26,386	1.44	1.64
Parade	800,553	43.60	3.80
Parents	35,680	1.94	2.59
Penthouse	98,202	5.35	2.64
People Weekly	63,548	3.46	3.04
Petersen Action Grp.	57,328	3.12	1.82
Petersen Motor Grp.	38,012	2.07	1.82
Petersen's Hunting	2,282	.12	1.19
Photographic	7,335	.40	2.72
Playboy	106,148	5.78	2.32
Popular Electronics	8,230	.45	2.33
Popular Mechanics	36,517	1.99	2.34
Popular Photography	20,918	1.14	2.73
Popular Science	41,876	2.28	2.58
Psychology Today	30,637	1.67	2.79
Quest/79	8,726	.48	2.92
Reader's Digest	412,387	22.46	2.31
Redbook	94,585	5.15	2.23
Road & Track	14,356	.78	2.83
Rolling Stone	15,410	.84	2.48
Saturday Review	18,150	.99	3.54
Scientific American	21,310	1.16	3.93
Scouting	22,546	1.23	2.53
Seventeen	39,023	2.13	2.98
Signature Magazine	13,951	.76	2.48
Ski	18,544	1.01	4.91
Skiing	16,040	.87	3.93
Skin Diver	3,947	.21	2.72
Smithsonian	50,882	2.77	2.83
Sport Magazine	38,721	2.11	3.28
Sporting News	9,993	.54	2.87
Sports Afield	8,695	.47	1.66
Sports Illustrated	65,566	3.57	2.97
Stereo Review	12,708	.69	2.61
Teen	17,179	.94	1.88
Tennis Magazine	13,036	.71	3.06
Time	162,553	8.85	3.80
Time B	62,283	3.39	3.97
Town & Country	5,960	.32	3.16
Travel & Leisure	28,607	1.56	3.07
True Confessions	3,559	.19	1.51
True Experience	2,763	.15	1.72
True Love	2,551	.14	1.63
True Romance	2,997	.16	1.85
True Story	21,792	1.19	1.45
TV Guide	555,521	30.26	2.88
US	21,331	1.16	2.70
U.S. News & Wrld Rep	48,953	2.67	2.06
Vogue	29,259	1.59	3.31
Woman's Day	250,215	13.63	3.54
Yachting	5,830	.32	4.56
Ziff-Davis Mag Netwk	85,549	4.66	2.63
Amer. Agriculturist	5,317	.29	5.54
Farm Journal	2,429	.13	.18
Hoard's Dairyman	1,610	.09	.76
Successful Farming	599	.03	.08

7. DETROIT
(1,620,500 households)

Publication	ADI circ.	Pct. ADI hsids.	Pct. total circ.
Apartment Life	19,572	1.21	2.41
Architectural Digest	8,276	.51	2.08
Atlantic Monthly	5,700	.35	1.81
Better Homes & Gardens	192,780	11.90	2.43
Boating	5,128	.32	3.03
Bon Appetit	22,000	1.36	2.01
Book Digest	16,368	1.01	1.62
Boys' Life	36,795	2.27	2.13
Bride's Magazine	6,429	.40	2.34
Business Week	13,974	.86	1.98
Capper's Weekly	936	.06	.22
Car Craft	7,524	.46	2.09
Car & Driver	19,726	1.22	2.99
Catholic Digest	10,789	.67	2.12
Cosmopolitan	57,144	3.53	2.25
Cuisine	19,366	1.20	2.50
Cycle	10,055	.62	2.40
Decorating & Craft Ideas	12,795	.79	1.58

DETROIT CONTINUED

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Ebony	45,424	2.80	3.69
Esquire	17,463	1.08	2.77
Family Circle	162,804	10.05	2.27
Field & Stream	38,482	2.37	1.93
Flying	6,595	.41	1.89
Forbes Magazine	14,122	.87	2.14
Fortune	15,266	.94	2.70
4-Wheel & Off-Road	2,727	.17	2.25
Gentlemen's Qtrly	11,699	.72	3.30
Glamour	44,960	2.77	2.56
Golf	21,166	1.31	3.24
Golf Digest	25,337	1.56	2.75
Good Housekeeping	114,351	7.06	2.28
Gourmet	11,242	.69	1.81
Grit	5,646	.35	.60
Guns & Ammo	7,801	.48	1.75
Harper's/Atlantic	12,657	.78	2.09
Harper's Bazaar	15,154	.94	2.58
Harper's Magazine	6,922	.43	2.39
Homeowners 'How-to'	8,548	.53	3.17
Hot Rod	14,004	.86	1.84
House Beautiful	21,502	1.33	2.58
House & Garden	19,634	1.21	1.97
Jet	30,773	1.90	4.43
Ladies' Home Journal	94,461	5.83	1.74
Life	29,565	1.82	2.54
Mademoiselle	21,211	1.31	2.42
McCall's	116,240	7.17	1.83
Mechanix Illustrated	32,077	1.98	1.97
Modern Bride	6,779	.42	2.69
Money	23,165	1.43	2.74
Motor Boating & Sailing	4,238	.26	3.35
Motor Trend	15,268	.94	2.25
Motorcyclist	3,224	.20	1.82
National Geographic	163,880	10.11	1.95
Nation's Business	22,261	1.37	1.79
Natural History	7,198	.44	1.58
The New Yorker	8,167	.50	1.75
Newsweek	54,830	3.38	1.92
Omni	13,837	.85	2.15
Oui	15,020	.93	2.18
Outdoor Life	32,524	2.01	2.03
Parade	489,087	30.18	2.32
Parents	35,832	2.21	2.60
Penthouse	75,621	4.67	2.04
People Weekly	50,079	3.09	2.40
Petersen Action Grp.	63,049	3.89	2.00
Petersen Motor Grp.	42,744	2.64	2.04
Petersen's Hunting	3,485	.22	1.82
Photographic	6,536	.40	2.42
Playboy	107,734	6.65	2.35
Popular Electronics	8,033	.50	2.27
Popular Mechanics	33,532	2.07	2.15
Popular Photography	17,271	1.07	2.26
Popular Science	39,627	2.45	2.44
Psychology Today	28,802	1.78	2.62
Quest/79	6,069	.37	2.03
Reader's Digest	311,257	19.21	1.74
Redbook	90,388	5.58	2.13
Road & Track	10,308	.64	2.03
Rolling Stone	12,719	.78	2.05
Saturday Review	14,694	.91	2.87
Scientific American	12,563	.78	2.32
Scouting	16,963	1.05	1.90
Seventeen	24,374	1.50	1.86
Signature Magazine	15,454	.95	2.75
Ski	9,150	.56	2.42
Skiing	9,226	.57	2.26
Skin Diver	2,658	.16	1.83
Smithsonian	33,760	2.08	1.88
Sport Magazine	25,541	1.58	2.16
Sporting News	6,346	.39	1.82
Sports Afield	12,033	.74	2.30
Sports Illustrated	46,686	2.88	2.11
Stereo Review	12,934	.80	2.66
Teen	19,019	1.17	2.09
Tennis Magazine	9,256	.57	2.17
Time	105,999	6.54	2.48
Time B	37,019	2.28	2.36
Town & Country	4,158	.26	2.20
Travel & Leisure	21,351	1.32	2.29
True Confessions	4,081	.25	1.73
True Experience	3,448	.21	2.15
True Love	2,779	.17	1.78
True Romance	3,501	.22	2.16
True Story	25,112	1.55	1.67
TV Guide	195,226	12.05	1.01
US	19,984	1.23	2.53
U.S. News & Wrld Rep	42,434	2.62	1.79
Vogue	22,861	1.41	2.58
Woman's Day	150,362	9.28	2.13
Yachting	4,315	.27	3.37
Ziff-Davis Mag Netwk	80,895	4.99	2.48
Farm Journal	8,824	.54	.66
Hoard's Dairyman	1,719	.11	.81
Michigan Farmer	11,795	.73	15.88
Successful Farming	5,717	.35	.79

8. WASHINGTON, DC

(1,377,400 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	33,305	2.42	4.10
Architectural Digest	13,717	1.00	3.45
Atlantic Monthly	12,494	.91	3.96
Better Homes & Gardens	154,721	11.23	1.95
Boating	4,834	.35	2.86
Bon Appetit	29,716	2.16	2.72
Book Digest	23,671	1.72	2.34
Boys' Life	41,913	3.04	2.42
Bride's Magazine	6,177	.45	2.25
Business Week	21,316	1.55	3.02
Car Craft	7,764	.56	2.16
Car & Driver	16,060	1.17	2.43
Catholic Digest	8,174	.59	1.61
Cosmopolitan	44,721	3.25	1.76
Cuisine	16,426	1.19	2.12
Cycle	8,767	.64	2.09
Decorating & Craft Ideas	13,399	.97	1.65
Ebony	63,874	4.64	5.19
Esquire	16,557	1.20	2.62
Family Circle	148,758	10.80	2.07
Field & Stream	28,217	2.05	1.42
Flying	6,726	.49	1.93
Forbes Magazine	16,934	1.23	2.56
Fortune	16,638	1.21	2.95
4-Wheel & Off-Road	2,672	.19	2.20
Gentlemen's Qtrly	11,089	.81	3.13
Glamour	41,385	3.00	2.36
Golf	13,672	.99	2.09
Golf Digest	20,002	1.45	2.17
Good Housekeeping	93,749	6.81	1.87
Gourmet	27,636	2.01	4.44
Grit	15,936	1.16	1.68
Guns & Ammo	7,295	.53	1.63
Harper's/Atlantic	24,254	1.76	4.01
Harper's Bazaar	14,796	1.07	2.52
Harper's Magazine	11,748	.85	4.06
Homeowners 'How-to'	7,297	.53	2.71
Hot Rod	13,923	1.01	1.83
House Beautiful	20,468	1.49	2.45
House & Garden	30,207	2.19	3.03
Jet	45,120	3.28	6.49
Ladies' Home Journal	101,539	7.37	1.87
Life	35,429	2.57	3.04
Mademoiselle	21,726	1.58	2.48
McCall's	121,368	8.81	1.91
Mechanix Illustrated	27,736	2.01	1.70
Modern Bride	4,787	.35	1.90
Money	28,952	2.10	3.43
Motor Boating & Sailing	4,322	.31	3.42
Motor Trend	14,362	1.04	2.11
Motorcyclist	2,457	.18	1.38
National Geographic	194,813	14.14	2.32
Nation's Business	17,603	1.28	1.42
Natural History	10,580	.77	2.32
The New Yorker	22,323	1.62	4.80
Newsweek	83,965	6.10	2.94
Omni	18,237	1.32	2.83
Oui	15,624	1.13	2.27
Outdoor Life	23,073	1.68	1.44
Parade	718,657	52.17	3.41
Parents	29,082	2.11	2.11
Penthouse	90,094	6.54	2.43
People Weekly	48,247	3.50	2.31
Petersen Action Grp.	60,901	4.42	1.94
Petersen Motor Grp.	41,220	2.99	1.97
Petersen's Hunting	3,294	.24	1.72
Photographic	6,655	.48	2.47
Playboy	121,693	8.83	2.66
Popular Electronics	9,075	.66	2.57
Popular Mechanics	27,553	2.00	1.77
Popular Photography	20,130	1.46	2.63
Popular Science	37,078	2.69	2.28
Psychology Today	27,975	2.03	2.54
Quest/79	9,009	.65	3.01
Reader's Digest	309,349	22.46	1.73
Redbook	73,943	5.37	1.74
Road & Track	13,478	.98	2.66
Rolling Stone	13,955	1.01	2.25
Saturday Review	14,382	1.04	2.80
Scientific American	22,385	1.63	4.13
Scouting	18,329	1.33	2.06
Seventeen	21,051	1.53	1.61
Signature Magazine	17,695	1.28	3.14
Ski	8,025	.58	2.12
Skiing	8,864	.64	2.17
Skin Diver	2,652	.19	1.83
Smithsonian	150,751	10.94	8.39
Southern Living	73,862	5.36	4.11
Sport Magazine	25,341	1.84	2.15
Sporting News	6,598	.48	1.89
Sports Afield	9,106	.66	1.74
Sports Illustrated	55,363	4.02	2.51
Stereo Review	14,117	1.02	2.90
Teen	18,804	1.37	2.06
Tennis Magazine	14,216	1.03	3.34
Time	140,335	10.19	3.28
Time B	56,525	4.10	3.60
Town & Country	5,220	.38	2.77
Travel & Leisure	36,583	2.66	3.93
True Confessions	4,840	.35	2.05
True Experience	2,970	.22	1.85
True Love	2,903	.21	1.86
True Romance	2,971	.22	1.84
True Story	23,453	1.70	1.56
TV Guide	281,597	20.44	1.46
US	13,157	.96	1.67
U.S. News & Wrld Rep	59,398	4.31	2.50
Vogue	27,348	1.99	3.09

WASHINGTON, DC CONTINUED

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Woman's Day	139,990	10.16	1.98
Yachting	4,453	.32	3.48
Ziff-Davis Mag Netwk	79,341	5.76	2.44
Farm Journal	11,655	.85	.87
Hoard's Dairyman	2,646	.19	1.25
Pennsylvania Farmer	2,241	.16	2.93
Progressive Farmer	15,068	1.09	1.58
Successful Farming	928	.07	.13

9. CLEVELAND
(1,371,300 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	13,791	1.01	1.70
Architectural Digest	5,243	.38	1.32
Atlantic Monthly	5,426	.40	1.72
Better Homes & Gardens	157,643	11.50	1.99
Boating	2,913	.21	1.72
Bon Appetit	15,783	1.15	1.44
Book Digest	14,751	1.08	1.46
Boys' Life	31,921	2.33	1.85
Bride's Magazine	5,879	.43	2.14
Business Week	14,309	1.04	2.03
Capper's Weekly	808	.06	.19
Car Craft	6,942	.51	1.93
Car & Driver	12,991	.95	1.97
Catholic Digest	10,265	.75	2.02
Cosmopolitan	41,875	3.05	1.65
Cuisine	15,778	1.15	2.04
Cycle	8,140	.59	1.94
Decorating & Craft Ideas	13,719	1.00	1.69
Ebony	27,355	1.99	2.22
Esquire	10,310	.75	1.63
Family Circle	144,523	10.54	2.01
Field & Stream	31,515	2.30	1.58
Flying	4,726	.34	1.36
Forbes Magazine	12,721	.93	1.92
Fortune	10,988	.80	1.95
4-Wheel & Off-Road	2,347	.17	1.94
Gentlemen's Qtrly	7,854	.57	2.21
Glamour	36,118	2.63	2.06
Golf	17,326	1.26	2.65
Golf Digest	23,125	1.69	2.51
Good Housekeeping	108,562	7.92	2.17
Gourmet	8,706	.63	1.40
Grit	13,783	1.01	1.46
Guns & Ammo	8,156	.59	1.83
Harper's/Atlantic	10,034	.73	1.66
Harper's Bazaar	9,788	.71	1.67
Harper's Magazine	4,611	.34	1.59
Homeowners 'How-to'	5,360	.39	1.99
Hot Rod	14,748	1.08	1.94
House Beautiful	15,381	1.12	1.84
House & Garden	17,488	1.28	1.75
Jet	14,708	1.07	2.12
Ladies' Home Journal	101,226	7.38	1.86
Life	21,816	1.59	1.87
Mademoiselle	16,823	1.23	1.92
McCall's	122,135	8.91	1.92
Mechanix Illustrated	33,321	2.43	2.04
Modern Bride	5,287	.39	2.10
Money	14,999	1.09	1.78
Motor Boating & Sailing	2,505	.18	1.98
Motor Trend	14,353	1.05	2.11
Motorcyclist	3,475	.25	1.96
National Geographic	144,968	10.57	1.73
Nation's Business	25,176	1.84	2.03
Natural History	5,707	.42	1.25
The New Yorker	6,683	.49	1.44
Newsweek	49,497	3.61	1.73
Omni	10,365	.76	1.61
Oui	11,988	.87	1.74
Outdoor Life	30,757	2.24	1.92
Parade	215,477	15.71	1.02
Parents	26,348	1.92	1.92
Penthouse	65,052	4.74	1.75
People Weekly	30,752	2.24	1.47
Petersen Action Grp.	59,541	4.34	1.89
Petersen Motor Grp.	41,835	3.05	2.00
Petersen's Hunting	2,807	.20	1.46
Photographic	4,828	.35	1.79
Playboy	80,380	5.86	1.75
Popular Electronics	6,556	.48	1.86
Popular Mechanics	32,673	2.38	2.10
Popular Photography	13,083	.95	1.71
Popular Science	34,003	2.48	2.09
Psychology Today	18,463	1.35	1.68
Quest/79	4,797	.35	1.60
Reader's Digest	316,197	23.06	1.77
Redbook	75,806	5.53	1.79
Road & Track	8,294	.60	1.64
Rolling Stone	10,854	.79	1.75
Saturday Review	10,260	.75	2.00
Scientific American	8,030	.59	1.48
Scouting	15,413	1.12	1.73
Seventeen	23,701	1.73	1.81
Signature Magazine	6,359	.46	1.13
Ski	6,076	.44	1.61
Skiing	5,930	.43	1.45
Skin Diver	1,831	.13	1.26
Smithsonian	31,592	2.30	1.76
Sport Magazine	23,150	1.69	1.96
Sporting News	6,644	.48	1.91
Sports Afield	8,413	.61	1.61
Sports Illustrated	37,878	2.76	1.71
Stereo Review	9,660	.70	1.98
Teen	19,835	1.45	2.17
Tennis Magazine	6,716	.49	1.58
Time	74,526	5.43	1.74
Time B	28,256	2.06	1.80
Town & Country	3,434	.25	1.82
Travel & Leisure	13,767	1.00	1.48
True Confessions	4,143	.30	1.75
True Experience	2,830	.21	1.76
True Love	2,705	.20	1.73
True Romance	2,848	.21	1.76
True Story	28,085	2.05	1.87
TV Guide	211,150	15.40	1.10
US	11,239	.82	1.43
U.S. News & Wrld Rep	41,263	3.01	1.74
Vogue	14,465	1.05	1.64
Woman's Day	131,522	9.59	1.86
Yachting	2,038	.15	1.59
Ziff-Davis Mag Netwk	57,412	4.19	1.76
Farm Journal	14,919	1.09	1.12
Hoard's Dairyman	5,353	.39	2.54
Ohio Farmer	24,404	1.78	24.18
Successful Farming	9,927	.72	1.37

10. DALLAS-FORT WORTH
(1,205,400 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	9,091	.75	1.12
Architectural Digest	9,845	.82	2.47
Atlantic Monthly	3,236	.27	1.03
Better Homes & Gardens	129,133	10.71	1.63
Boating	2,087	.17	1.23
Bon Appetit	16,026	1.33	1.46
Book Digest	16,266	1.35	1.61
Boys' Life	27,961	2.32	1.62
Bride's Magazine	3,980	.33	1.45
Business Week	12,056	1.00	1.71
Capper's Weekly	1,324	.11	.32
Car Craft	5,891	.49	1.64
Car & Driver	8,858	.73	1.34
Catholic Digest	3,342	.28	.66
Cosmopolitan	46,122	3.83	1.82
Cuisine	7,436	.62	.96
Cycle	6,062	.50	1.45
Decorating & Craft Ideas	14,728	1.22	1.81
Ebony	17,549	1.46	1.43
Esquire	9,397	.78	1.49
Family Circle	90,262	7.49	1.26
Field & Stream	32,491	2.70	1.63
Flying	7,424	.62	2.13
Forbes Magazine	10,631	.88	1.61
Fortune	10,749	.89	1.90
4-Wheel & Off-Road	1,473	.12	1.22
Gentlemen's Qtrly	4,890	.41	1.38
Glamour	25,876	2.15	1.47
Golf	9,630	.80	1.47
Golf Digest	13,981	1.16	1.52
Good Housekeeping	68,456	5.68	1.37
Gourmet	7,629	.63	1.23
Grit	7,313	.61	.77
Guns & Ammo	8,041	.67	1.80
Harper's/Atlantic	6,238	.52	1.03
Harper's Bazaar	12,041	1.00	2.05
Harper's Magazine	2,999	.25	1.04
Homeowners 'How-to'	3,517	.29	1.30
Hot Rod	10,873	.90	1.43
House Beautiful	16,989	1.41	2.04
House & Garden	20,158	1.67	2.02
Jet	8,614	.71	1.24
Ladies' Home Journal	86,833	7.20	1.60
Life	15,965	1.32	1.37
Mademoiselle	12,952	1.07	1.48
McCall's	109,626	9.09	1.72
Mechanix Illustrated	21,737	1.80	1.33
Modern Bride	4,306	.36	1.71
Money	14,984	1.24	1.77
Motor Boating & Sailing	1,311	.11	1.04
Motor Trend	9,296	.77	1.37
Motorcyclist	2,883	.24	1.62
National Geographic	134,830	11.19	1.61
Nation's Business	19,864	1.65	1.60
Natural History	5,025	.42	1.10
The New Yorker	3,587	.30	.77
Newsweek	35,491	2.94	1.24
Omni	15,850	1.31	2.46
Oui	13,896	1.15	2.02
Outdoor Life	24,126	2.00	1.50
Parade	558,620	46.34	2.65
Parents	24,757	2.05	1.80
Penthouse	72,714	6.03	1.96
People Weekly	31,129	2.58	1.49
Petersen Action Grp.	48,110	3.99	1.53
Petersen Motor Grp.	30,206	2.51	1.44
Petersen's Hunting	2,928	.24	1.53
Photographic	4,642	.39	1.72
Playboy	78,929	6.55	1.72
Popular Electronics	5,896	.49	1.67
Popular Mechanics	18,103	1.50	1.16
Popular Photography	11,483	.95	1.50
Popular Science	19,148	1.59	1.18
Psychology Today	16,200	1.34	1.47
Quest/79	5,050	.42	1.69

DALLAS-FORT WORTH CONTINUED

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Reader's Digest	288,060	23.90	1.61
Redbook	69,238	5.74	1.63
Road & Track	6,701	.56	1.32
Rolling Stone	9,902	.82	1.59
Saturday Review	5,467	.45	1.07
Scientific American	7,001	.58	1.29
Scouting	13,026	1.08	1.46
Seventeen	18,300	1.52	1.40
Signature Magazine	11,358	.94	2.02
Ski	3,959	.33	1.05
Skiing	4,151	.34	1.02
Skin Diver	2,288	.19	1.58
Smithsonian	24,552	2.04	1.37
Southern Living	79,926	6.63	4.45
Sport Magazine	16,376	1.36	1.39
Sporting News	2,783	.23	.80
Sports Afield	8,388	.70	1.61
Sports Illustrated	36,728	3.05	1.66
Stereo Review	6,157	.51	1.26
Teen	12,530	1.04	1.37
Tennis Magazine	6,993	.58	1.64
Time	58,380	4.84	1.36
Time B	21,924	1.82	1.40
Town & Country	3,516	.29	1.86
Travel & Leisure	16,707	1.39	1.80
True Confessions	3,188	.26	1.35
True Experience	2,217	.18	1.38
True Love	2,183	.18	1.40
True Romance	2,182	.18	1.35
True Story	19,906	1.65	1.32
TV Guide	216,071	17.93	1.12
US	14,317	1.19	1.82
U.S. News & Wrld Rep	36,381	3.02	1.53
Vogue	15,517	1.29	1.75
Woman's Day	87,829	7.29	1.24
Yachting	1,605	.13	1.25
Ziff-Davis Mag Netwk	46,146	3.83	1.42
Farm Journal	10,693	.89	.80
The Farmer-Stockman	35,955	2.98	12.50
Hoard's Dairyman	1,684	.14	.80
Progressive Farmer	40,908	3.39	4.30
Successful Farming	267	.02	.04

11. PITTSBURGH
(1,163,500 households)

Apartment Life	10,395	.89	1.28
Architectural Digest	3,241	.28	.81
Atlantic Monthly	4,724	.41	1.50
Better Homes & Gardens	119,783	10.30	1.51
Boating	1,351	.12	.80
Bon Appetit	14,661	1.26	1.34
Book Digest	11,379	.98	1.13
Boys' Life	29,954	2.57	1.73
Bride's Magazine	4,599	.40	1.68
Business Week	10,233	.88	1.45
Car Craft	5,109	.44	1.42
Car & Driver	9,319	.80	1.41
Catholic Digest	11,134	.96	2.19
Cosmopolitan	41,289	3.55	1.63
Cuisine	11,623	1.00	1.50
Cycle	6,246	.54	1.49
Decorating & Craft Ideas	11,485	.99	1.41
Ebony	10,971	.94	.89
Esquire	8,468	.73	1.34
Family Circle	116,747	10.03	1.63
Field & Stream	34,972	3.01	1.76
Flying	3,301	.28	.95
Forbes Magazine	9,232	.79	1.40
Fortune	7,992	.69	1.41
4-Wheel & Off-Road	2,510	.22	2.07
Gentlemen's Qtrly	5,029	.43	1.42
Glamour	33,321	2.86	1.90
Golf	12,488	1.07	1.91
Golf Digest	16,770	1.44	1.82
Good Housekeeping	87,978	7.56	1.76
Gourmet	6,707	.58	1.08
Grit	26,136	2.25	2.76
Guns & Ammo	10,035	.86	2.25
Harper's/Atlantic	8,677	.75	1.43
Harper's Bazaar	8,157	.70	1.39
Harper's Magazine	3,957	.34	1.37
Homeowners 'How-to'	4,937	42	1.83
Hot Rod	13,149	1.13	1.75
House Beautiful	10,981	.94	1.32
House & Garden	12,418	1.07	1.25
Jet	5,736	.49	.83
Ladies' Home Journal	87,407	7.51	1.61
Life	16,814	1.45	1.44
Mademoiselle	15,128	1.30	1.72
McCall's	120,681	10.37	1.90
Mechanix Illustrated	29,077	2.50	1.78
Modern Bride	4,692	.40	1.86
Money	12,402	1.07	1.47
Motor Boating & Sailing	929	.08	.73
Motor Trend	12,316	1.06	1.81
Motorcyclist	3,708	.32	2.09
National Geographic	99,687	8.57	1.19
Nation's Business	20,307	1.75	1.63
Natural History	3,751	.32	.82
The New Yorker	4,825	.41	1.04
Newsweek	51,826	4.45	1.82
Omni	8,098	.70	1.26
Oui	8,219	.71	1.19
Outdoor Life	31,154	2.68	1.94
Parade	612,957	52.68	2.91
Parents	23,511	2.02	1.71
Penthouse	48,019	4.13	1.29
People Weekly	24,748	2.13	1.18
Petersen Action Grp.	56,525	4.86	1.80
Petersen Motor Grp.	36,723	3.16	1.75
Petersen's Hunting	4,757	.41	2.48
Photographic	3,665	.31	1.36
Playboy	60,484	5.20	1.32
Popular Electronics	4,686	.40	1.33
Popular Mechanics	29,809	2.56	1.91
Popular Photography	10,563	.91	1.38
Popular Science	28,786	2.47	1.77
Psychology Today	14,548	1.25	1.32
Quest/79	3,555	.31	1.19
Reader's Digest	266,472	22.90	1.49
Redbook	75,040	6.45	1.77
Road & Track	7,494	.64	1.48
Rolling Stone	6,965	.60	1.12
Saturday Review	9,822	.84	1.92
Scientific American	6,482	.56	1.19
Scouting	14,235	1.22	1.60
Seventeen	21,263	1.83	1.62
Signature Magazine	5,689	.49	1.01
Ski	4,791	.41	1.27
Skiing	5,118	.44	1.25
Skin Diver	1,176	.10	.81
Smithsonian	23,176	1.99	1.29
Southern Living	2,433	.21	.14
Sport Magazine	24,756	2.13	2.10
Sporting News	6,575	.57	1.89
Sports Afield	10,406	.89	1.99
Sports Illustrated	44,859	3.86	2.03
Stereo Review	6,835	.59	1.40
Teen	18,609	1.60	2.04
Tennis Magazine	5,924	.51	1.39
Time	66,754	5.74	1.56
Time B	24,233	2.08	1.54
Town & Country	2,217	.19	1.17
Travel & Leisure	11,832	1.02	1.27
True Confessions	3,966	.34	1.68
True Experience	2,535	.22	1.58
True Love	2,326	.20	1.49
True Romance	2,650	.23	1.64
True Story	30,642	2.63	2.04
TV Guide	300,704	25.84	1.56
US	10,209	.88	1.29
U.S. News & Wrld Rep	27,712	2.38	1.17
Vogue	11,200	.96	1.27
Woman's Day	126,349	10.86	1.79
Yachting	715	.06	.56
Ziff-Davis Mag Netwk	42,680	3.67	1.31
Farm Journal	9,501	.82	.71
Hoard's Dairyman	2,403	.21	1.14
Pennsylvania Farmer	12,339	1.06	16.13
Progressive Farmer	2,217	.19	.23
Successful Farming	3,004	.26	.41

12. HOUSTON
(1,093,500 households)

Apartment Life	9,319	.85	1.15
Architectural Digest	9,254	.85	2.32
Atlantic Monthly	3,504	.32	1.11
Better Homes & Gardens	111,530	10.20	1.41
Boating	3,651	.33	2.16
Bon Appetit	15,675	1.43	1.43
Book Digest	15,866	1.45	1.57
Boys' Life	24,216	2.21	1.40
Bride's Magazine	2,161	.20	.79
Business Week	12,096	1.11	1.72
Capper's Weekly	689	.06	.16
Car Craft	6,175	.56	1.72
Car & Driver	9,560	.87	1.45
Catholic Digest	5,225	.48	1.03
Cosmopolitan	31,720	2.90	1.25
Cuisine	7,085	.65	.92
Cycle	5,736	.52	1.37
Decorating & Craft Ideas	11,876	1.09	1.46
Ebony	23,387	2.14	1.90
Esquire	9,244	.85	1.47
Family Circle	79,752	7.29	1.11
Field & Stream	30,465	2.79	1.53
Flying	6,565	.60	1.88
Forbes Magazine	12,439	1.14	1.88
Fortune	13,191	1.21	2.34
4-Wheel & Off-Road	1,883	.17	1.55
Gentlemen's Qtrly	3,757	.34	1.06
Glamour	18,254	1.67	1.04
Golf	8,617	.79	1.32
Golf Digest	11,881	1.09	1.29
Good Housekeeping	58,109	5.31	1.16
Gourmet	8,485	.78	1.36
Grit	2,967	.27	.31
Guns & Ammo	8,853	.81	1.98
Harper's/Atlantic	6,203	.57	1.03
Harper's Bazaar	10,014	.92	1.70
Harper's Magazine	2,707	.25	.94
Homeowners 'How-to'	4,258	.39	1.58
Hot Rod	11,032	1.01	1.45
House Beautiful	15,107	1.38	1.81

HOUSTON CONTINUED

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
House & Garden	16,983	1.55	1.70
Jet	11,506	1.05	1.66
Ladies' Home Journal	75,253	6.88	1.39
Life	18,714	1.71	1.61
Mademoiselle	10,835	.99	1.23
McCall's	97,542	8.92	1.53
Mechanix Illustrated	20,080	1.84	1.23
Modern Bride	3,976	.36	1.58
Money	17,459	1.60	2.07
Motor Boating & Sailing	2,270	.21	1.80
Motor Trend	9,025	.83	1.33
Motorcyclist	2,979	.27	1.68
National Geographic	133,608	12.22	1.59
Nation's Business	20,850	1.91	1.68
Natural History	5,754	.53	1.26
The New Yorker	3,782	.35	.81
Newsweek	39,314	3.60	1.38
Omni	12,061	1.10	1.87
Oui	11,408	1.04	1.66
Outdoor Life	20,060	1.83	1.25
Parade	358,099	32.75	1.70
Parents	24,726	2.26	1.80
Penthouse	64,604	5.91	1.74
People Weekly	30,935	2.83	1.48
Petersen Action Grp.	51,173	4.68	1.63
Petersen Motor Grp.	30,838	2.82	1.47
Petersen's Hunting	3,095	.28	1.61
Photographic	4,405	.40	1.63
Playboy	74,200	6.79	1.62
Popular Electronics	5,527	.51	1.56
Popular Mechanics	17,171	1.57	1.10
Popular Photography	12,807	1.17	1.67
Popular Science	19,886	1.82	1.22
Psychology Today	17,771	1.63	1.62
Quest/79	4,838	.44	1.62
Reader's Digest	242,980	22.22	1.36
Redbook	69,043	6.31	1.63
Road & Track	4,196	.38	.83
Rolling Stone	11,522	1.05	1.86
Saturday Review	9,176	.84	1.79
Scientific American	8,769	.80	1.62
Scouting	10,115	.93	1.13
Seventeen	19,582	1.79	1.49
Signature Magazine	20,859	1.91	3.71
Ski	2,515	.23	.67
Skiing	3,240	.30	.79
Skin Diver	3,965	.36	2.73
Smithsonian	26,637	2.44	1.48
Southern Living	61,297	5.61	3.41
Sport Magazine	15,546	1.42	1.32
Sporting News	3,265	.30	.94
Sports Afield	9,378	.86	1.79
Sports Illustrated	35,860	3.28	1.62
Stereo Review	7,050	.64	1.45
Teen	11,671	1.07	1.28
Tennis Magazine	7,319	.67	1.72
Time	64,221	5.87	1.50
Time B	26,077	2.38	1.66
Town & Country	3,100	.28	1.64
Travel & Leisure	23,323	2.13	2.51
True Confessions	2,493	.23	1.06
True Experience	1,807	.17	1.12
True Love	2,057	.19	1.32
True Romance	1,902	.17	1.18
True Story	15,843	1.45	1.05
TV Guide	212,128	19.40	1.10
US	11,107	1.02	1.41
U.S. News & Wrld Rep	35,283	3.23	1.49
Vogue	12,575	1.15	1.42
Woman's Day	69,017	6.31	.98
Yachting	2,677	.24	2.09
Ziff-Davis Mag Netwk	48,495	4.43	1.49
Farm Journal	7,320	.67	.55
The Farmer-Stockman	14,976	1.37	5.21
Hoard's Dairyman	411	.04	.19
Progressive Farmer	25,800	2.36	2.71
Successful Farming	148	.01	.02

13. ST. LOUIS
(1,022,700 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	7,818	.76	.96
Architectural Digest	3,433	.34	.86
Atlantic Monthly	3,223	.32	1.02
Better Homes & Gardens	118,131	11.55	1.49
Boating	1,465	.14	.87
Bon Appetit	10,606	1.04	.97
Book Digest	10,263	1.00	1.02
Boys' Life	21,701	2.12	1.26
Bride's Magazine	3,795	.37	1.38
Business Week	8,826	.86	1.25
Capper's Weekly	19,502	1.91	4.65
Car Craft	5,193	.51	1.44
Car & Driver	7,745	.76	1.17
Catholic Digest	7,863	.77	1.55
Cosmopolitan	22,097	2.16	.87
Cuisine	9,399	.92	1.21
Cycle	5,113	.50	1.22
Decorating & Craft Ideas	10,591	1.04	1.30
Ebony	19,836	1.94	1.61
Esquire	7,401	.72	1.17
Family Circle	87,551	8.56	1.22
Field & Stream	24,536	2.40	1.23
Flying	3,989	.39	1.14
Forbes Magazine	9,023	.88	1.37
Fortune	6,301	.62	1.12
4-Wheel & Off-Road	1,867	.18	1.54
Gentlemen's Qtrly	4,359	.43	1.23
Glamour	19,725	1.93	1.12
Golf	7,243	.71	1.11
Golf Digest	10,510	1.03	1.14
Good Housekeeping	68,516	6.70	1.37
Gourmet	5,213	.51	.84
Grit	19,417	1.90	2.05
Guns & Ammo	6,206	.61	1.39
Harper's/Atlantic	7,041	.69	1.16
Harper's Bazaar	5,149	.50	.88
Harper's Magazine	3,800	.37	1.31
Homeowners 'How-to'	3,921	.38	1.45
Hot Rod	10,298	1.01	1.35
House Beautiful	10,056	.98	1.21
House & Garden	11,288	1.10	1.13
Jet	11,802	1.15	1.70
Ladies' Home Journal	72,284	7.07	1.33
Life	13,312	1.30	1.14
Mademoiselle	9,898	.97	1.13
McCall's	78,130	7.64	1.23
Mechanix Illustrated	19,326	1.89	1.18
Modern Bride	4,136	.40	1.64
Money	12,301	1.20	1.46
Motor Boating & Sailing	854	.08	.68
Motor Trend	9,665	.95	1.42
Motorcyclist	2,574	.25	1.45
National Geographic	95,795	9.37	1.14
Nation's Business	16,571	1.62	1.33
Natural History	3,417	.33	.75
The New Yorker	4,125	.40	.89
Newsweek	35,836	3.50	1.26
Omni	6,954	.68	1.08
Oui	7,332	.72	1.06
Outdoor Life	20,580	2.01	1.28
Parade	404,901	39.59	1.92
Parents	24,339	2.38	1.77
Penthouse	35,545	3.48	.96
People Weekly	24,387	2.38	1.17
Petersen Action Grp.	42,613	4.17	1.35
Petersen Motor Grp.	29,503	2.88	1.41
Petersen's Hunting	2,615	.26	1.36
Photographic	2,916	.29	1.08
Playboy	50,240	4.91	1.10
Popular Electronics	4,273	.42	1.21
Popular Mechanics	21,949	2.15	1.41
Popular Photography	8,425	.82	1.10
Popular Science	19,741	1.93	1.22
Psychology Today	11,279	1.10	1.03
Quest/79	3,245	.32	1.09
Reader's Digest	218,485	21.36	1.22
Redbook	50,610	4.95	1.19
Road & Track	5,830	.57	1.15
Rolling Stone	6,105	.60	.98
Saturday Review	5,768	.56	1.12
Scientific American	5,014	.49	.92
Scouting	14,510	1.42	1.63
Seventeen	18,811	1.84	1.44
Signature Magazine	6,176	.60	1.10
Ski	1,426	.14	.38
Skiing	1,524	.15	.37
Skin Diver	1,286	.13	.89
Smithsonian	17,948	1.75	1.00
Southern Living	6,589	.64	.37
Sport Magazine	14,698	1.44	1.25
Sporting News	7,456	.73	2.14
Sports Afield	9,214	.90	1.76
Sports Illustrated	24,408	2.39	1.10
Stereo Review	5,130	.50	1.05
Teen	12,408	1.21	1.36
Tennis Magazine	4,744	.46	1.11
Time	53,143	5.20	1.24
Time B	20,025	1.96	1.28
Town & Country	2,195	.21	1.16
Travel & Leisure	7,767	.76	.83
True Confessions	2,968	.29	1.26
True Experience	2,172	.21	1.35
True Love	2,171	.21	1.39
True Romance	2,053	.20	1.27
True Story	23,408	2.29	1.56
TV Guide	285,943	27.96	1.48
US	7,138	.70	.91
U.S. News & Wrld Rep	27,224	2.66	1.15
Vogue	8,544	.84	.97
Woman's Day	84,774	8.29	1.20
Yachting	802	.08	.63
Ziff-Davis Mag Netwk	33,284	3.25	1.02
Farm Journal	23,336	2.28	1.75
Hoard's Dairyman	1,711	.17	.81
Missouri Ruralist	9,282	.91	11.57
Prairie Farmer	18,586	1.82	8.61
Progressive Farmer	2,485	.24	.26
Successful Farming	20,546	2.01	2.83

14. MINNEAPOLIS-ST. PAUL
(989,000 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	9,674	.98	1.19
Architectural Digest	3,635	.37	.91
Atlantic Monthly	5,693	.58	1.81

MINNEAPOLIS-ST. PAUL CONTINUED

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Better Homes & Gardens	154,115	15.58	1.94
Boating	1,658	.17	.98
Bon Appetit	15,458	1.56	1.41
Book Digest	13,791	1.39	1.37
Boys' Life	26,834	2.71	1.55
Bride's Magazine	4,435	.45	1.62
Business Week	12,401	1.25	1.76
Capper's Weekly	2,562	.26	.61
Car Craft	4,326	.44	1.20
Car & Driver	9,153	.93	1.39
Catholic Digest	17,099	1.73	3.36
Cosmopolitan	31,514	3.19	1.24
Cuisine	20,487	2.07	2.65
Cycle	7,110	.72	1.70
Decorating & Craft Ideas	13,312	1.35	1.64
Ebony	5,332	.54	.43
Esquire	9,488	.96	1.50
Family Circle	117,564	11.89	1.64
Field & Stream	38,088	3.85	1.91
Flying	5,308	.54	1.52
Forbes Magazine	9,779	.99	1.48
Fortune	8,741	.88	1.55
4-Wheel & Off-Road	1,925	.19	1.59
Gentlemen's Qtrly	4,037	.41	1.14
Glamour	24,476	2.47	1.39
Golf	11,225	1.13	1.72
Golf Digest	13,445	1.36	1.46
Good Housekeeping	103,478	10.46	2.07
Gourmet	7,241	.73	1.16
Grit	7,760	.78	.82
Guns & Ammo	5,758	.58	1.29
Harper's/Atlantic	11,312	1.14	1.87
Harper's Bazaar	8,193	.83	1.39
Harper's Magazine	5,609	.57	1.94
Homeowners 'How-to'	4,434	.45	1.65
Hot Rod	13,032	1.32	1.71
House Beautiful	10,258	1.04	1.23
House & Garden	11,454	1.16	1.15
Jet	2,184	.22	.31
Ladies' Home Journal	86,846	8.78	1.60
Life	19,256	1.95	1.65
Mademoiselle	11,988	1.21	1.37
McCall's	107,800	10.90	1.69
Mechanix Illustrated	27,927	2.82	1.71
Modern Bride	3,915	.40	1.55
Money	12,232	1.24	1.45
Motor Boating & Sailing	1,222	.12	.97
Motor Trend	12,248	1.24	1.80
Motorcyclist	2,686	.27	1.51
National Geographic	146,139	14.78	1.74
Nation's Business	20,743	2.10	1.67
Natural History	5,371	.54	1.18
The New Yorker	7,222	.73	1.55
Newsweek	46,795	4.73	1.64
Omni	8,917	.90	1.38
Oui	13,412	1.36	1.95
Outdoor Life	43,727	4.42	2.72
Parade	216,802	21.92	1.03
Parents	22,653	2.29	1.65
Penthouse	66,609	6.73	1.79
People Weekly	30,875	3.12	1.48
Petersen Action Grp.	48,876	4.94	1.55
Petersen Motor Grp.	34,350	3.47	1.64
Petersen's Hunting	3,543	.36	1.85
Photographic	4,021	.41	1.49
Playboy	92,416	9.34	2.02
Popular Electronics	5,269	.53	1.49
Popular Mechanics	31,949	3.23	2.05
Popular Photography	9,552	.97	1.25
Popular Science	31,408	3.18	1.93
Psychology Today	17,048	1.72	1.55
Quest/79	4,965	.50	1.66
Reader's Digest	300,351	30.37	1.68
Redbook	72,745	7.36	1.72
Road & Track	6,180	.62	1.22
Rolling Stone	10,026	1.01	1.61
Saturday Review	11,634	1.18	2.27
Scientific American	8,035	.81	1.48
Scouting	12,753	1.29	1.43
Seventeen	20,371	2.06	1.55
Signature Magazine	6,324	.64	1.12
Ski	11,090	1.12	2.94
Skiing	9,823	.99	2.41
Skin Diver	1,297	.13	.89
Smithsonian	20,574	2.08	1.15
Sport Magazine	17,613	1.78	1.49
Sporting News	5,785	.58	1.66
Sports Afield	11,218	1.13	2.15
Sports Illustrated	35,532	3.59	1.61
Stereo Review	6,506	.66	1.34
Teen	15,732	1.59	1.72
Tennis Magazine	4,961	.50	1.16
Time	79,891	8.08	1.87
Time B	32,304	3.27	2.06
Town & Country	2,082	.21	1.10
Travel & Leisure	12,674	1.28	1.36
True Confessions	2,796	.28	1.18
True Experience	1,617	.16	1.01
True Love	1,461	.15	.93
True Romance	1,692	.17	1.05
True Story	24,725	2.50	1.64
TV Guide	191,797	19.39	.99
US	12,727	1.29	1.61
U.S. News & Wrld Rep	38,402	3.88	1.62
Vogue	12,077	1.22	1.37
Woman's Day	99,007	10.01	1.40
Yachting	1,300	.13	1.02
Ziff-Davis Mag Netwk	49,330	4.99	1.51
Farm Journal	40,556	4.10	3.04
The Farmer	45,259	4.58	26.41
Hoard's Dairyman	12,779	1.29	6.05
Successful Farming	42,334	4.28	5.82
Wisc. Agriculturist	6,576	.66	7.52

15. MIAMI
(955,600 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	11,477	1.20	1.41
Architectural Digest	7,902	.83	1.98
Atlantic Monthly	3,622	.38	1.15
Better Homes & Gardens	65,144	6.82	.82
Boating	4,979	.52	2.94
Bon Appetit	15,395	1.61	1.41
Book Digest	12,603	1.32	1.25
Boys' Life	11,585	1.21	.67
Bride's Magazine	2,742	.29	1.00
Business Week	9,127	.96	1.29
Car Craft	3,030	.32	.84
Car & Driver	7,701	.81	1.17
Catholic Digest	3,049	.32	.60
Cosmopolitan	31,711	3.32	1.25
Cuisine	5,708	.60	.74
Cycle	3,951	.41	.94
Decorating & Craft Ideas	5,382	.56	.66
Ebony	15,008	1.57	1.22
Esquire	9,039	.95	1.43
Family Circle	55,830	5.84	.78
Field & Stream	8,982	.94	.45
Flying	5,728	.60	1.64
Forbes Magazine	10,539	1.10	1.59
Fortune	7,125	.75	1.26
4-Wheel & Off-Road	1,149	.12	.95
Gentlemen's Qtrly	5,266	.55	1.48
Glamour	18,257	1.91	1.04
Golf	7,685	.80	1.18
Golf Digest	11,047	1.16	1.20
Good Housekeeping	42,493	4.45	.85
Gourmet	9,363	.98	1.50
Grit	1,232	.13	.13
Guns & Ammo	3,252	.34	.73
Harper's/Atlantic	6,479	.68	1.07
Harper's Bazaar	11,347	1.19	1.93
Harper's Magazine	2,864	.30	.99
Homeowners 'How-to'	1,619	.17	.60
Hot Rod	4,897	.51	.64
House Beautiful	11,928	1.25	1.43
House & Garden	14,765	1.55	1.48
Jet	6,844	.72	.98
Ladies' Home Journal	52,811	5.53	.97
Life	19,278	2.02	1.66
Mademoiselle	12,661	1.32	1.44
McCall's	58,946	6.17	.93
Mechanix Illustrated	13,914	1.46	.85
Modern Bride	2,699	.28	1.07
Money	9,327	.98	1.10
Motor Boating & Sailing	4,413	.46	3.49
Motor Trend	5,938	.62	.87
Motorcyclist	1,368	.14	.77
National Geographic	83,310	8.72	.99
Nation's Business	11,198	1.17	.90
Natural History	4,126	.43	.91
The New Yorker	4,423	.46	.95
Newsweek	30,159	3.16	1.06
Omni	9,673	1.01	1.50
Oui	11,842	1.24	1.72
Outdoor Life	4,658	.49	.29
Parade	152,014	15.91	.72
Parents	9,479	.99	.69
Penthouse	47,892	5.01	1.29
People Weekly	27,954	2.93	1.34
Petersen Action Grp.	30,006	3.14	.95
Petersen Motor Grp.	16,352	1.71	.78
Petersen's Hunting	856	.09	.45
Photographic	3,349	.35	1.24
Playboy	68,920	7.21	1.50
Popular Electronics	3,929	.41	1.11
Popular Mechanics	12,339	1.29	.79
Popular Photography	10,619	1.11	1.39
Popular Science	14,653	1.53	.90
Psychology Today	13,821	1.45	1.26
Quest/79	3,454	.36	1.16
Reader's Digest	181,858	19.03	1.02
Redbook	39,353	4.12	.93
Road & Track	6,111	.64	1.21
Rolling Stone	6,950	.73	1.12
Saturday Review	5,056	.53	.99
Scientific American	4,280	.45	.79
Scouting	4,837	.51	.54
Seventeen	11,270	1.18	.86
Signature Magazine	14,991	1.57	2.66
Ski	1,649	.17	.44
Skiing	1,744	.18	.43
Skin Diver	6,480	.68	4.47
Smithsonian	21,013	2.20	1.17
Southern Living	27,761	2.91	1.55
Sport Magazine	9,000	.94	.76
Sporting News	3,452	.36	.99
Sports Afield	2,316	.24	.44
Sports Illustrated	18,744	1.96	.85
Stereo Review	4,832	.51	.99

MIAMI CONTINUED

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Teen	5,549	.58	.61
Tennis Magazine	6,049	.63	1.42
Time	52,201	5.46	1.22
Time B	15,811	1.65	1.01
Town & Country	4,482	.47	2.37
Travel & Leisure	17,813	1.86	1.91
True Confessions	1,875	.20	.79
True Experience	1,160	.12	.72
True Love	1,237	.13	.79
True Romance	1,284	.13	.79
True Story	9,009	.94	.60
TV Guide	209,533	21.93	1.09
US	7,992	.84	1.01
U.S. News & Wrld Rep	31,900	3.34	1.34
Vogue	20,183	2.11	2.28
Woman's Day	54,616	5.72	.77
Yachting	4,794	.50	3.75
Ziff-Davis Mag Netwk	39,495	4.13	1.21
Farm Journal	539	.06	.04
Hoard's Dairyman	63	.01	.03
Progressive Farmer	1,501	.16	.16
Successful Farming	53	.01	.01

16. SEATTLE-TACOMA
(951,666 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	8,872	.93	1.09
Architectural Digest	5,143	.54	1.29
Atlantic Monthly	5,562	.58	1.76
Better Homes & Gardens	124,884	13.12	1.57
Boating	4,380	.46	2.59
Bon Appetit	20,670	2.17	1.89
Book Digest	15,768	1.66	1.56
Boys' Life	23,068	2.42	1.33
Bride's Magazine	2,267	.24	.83
Business Week	10,240	1.08	1.45
Capper's Weekly	1,953	.21	.47
Car Craft	6,015	.63	1.67
Car & Driver	11,249	1.18	1.70
Catholic Digest	5,524	.58	1.09
Cosmopolitan	33,972	3.57	1.34
Cuisine	21,952	2.31	2.84
Cycle	7,140	.75	1.70
Decorating & Craft Ideas	11,353	1.19	1.40
Ebony	7,512	.79	.61
Esquire	8,736	.92	1.39
Family Circle	120,937	12.71	1.68
Field & Stream	27,233	2.86	1.37
Flying	6,567	.69	1.88
Forbes Magazine	10,444	1.10	1.58
Fortune	8,340	.88	1.48
4-Wheel & Off-Road	1,927	.20	1.59
Gentlemen's Qtrly	2,829	.30	.80
Glamour	18,987	2.00	1.08
Golf	8,154	.86	1.25
Golf Digest	13,115	1.38	1.42
Good Housekeeping	74,039	7.78	1.48
Gourmet	12,206	1.28	1.96
Grit	4,336	.46	.46
Guns & Ammo	6,150	.65	1.38
Harper's/Atlantic	11,451	1.20	1.89
Harper's Bazaar	7,638	.80	1.30
Harper's Magazine	5,871	.62	2.03
Homeowners 'How-to'	4,268	.45	1.58
Hot Rod	10,580	1.11	1.39
House Beautiful	12,936	1.36	1.55
House & Garden	12,823	1.35	1.29
Jet	3,161	.33	.45
Ladies' Home Journal	82,046	8.62	1.51
Life	19,539	2.05	1.68
Mademoiselle	9,330	.98	1.06
McCall's	77,990	8.20	1.23
Mechanix Illustrated	25,665	2.70	1.57
Modern Bride	2,574	.27	1.02
Money	11,931	1.25	1.41
Motor Boating & Sailing	2,802	.29	2.22
Motor Trend	9,546	1.00	1.40
Motorcyclist	2,647	.28	1.49
National Geographic	174,701	18.36	2.08
Nation's Business	11,411	1.20	.92
Natural History	7,228	.76	1.59
The New Yorker	6,948	.73	1.49
Newsweek	50,376	5.29	1.76
Omni	11,758	1.24	1.82
Oui	11,149	1.17	1.62
Outdoor Life	20,952	2.20	1.30
Parade	221,170	23.24	1.05
Parents	15,288	1.61	1.11
Penthouse	65,957	6.93	1.78
People Weekly	31,585	3.32	1.51
Petersen Action Grp.	46,242	4.86	1.47
Petersen Motor Grp.	30,546	3.21	1.46
Petersen's Hunting	2,511	.26	1.31
Photographic	4,478	.47	1.66
Playboy	67,900	7.13	1.48
Popular Electronics	6,628	.70	1.88
Popular Mechanics	27,085	2.85	1.74
Popular Photography	13,065	1.37	1.71
Popular Science	29,332	3.08	1.81
Psychology Today	17,195	1.81	1.56
Quest/79	6,829	.72	2.28
Reader's Digest	285,699	30.02	1.60
Redbook	56,051	5.89	1.32
Road & Track	10,021	1.05	1.98
Rolling Stone	11,305	1.19	1.82
Saturday Review	8,995	.95	1.75
Scientific American	11,700	1.23	2.16
Scouting	11,386	1.20	1.28
Seventeen	18,101	1.90	1.38
Signature Magazine	4,320	.45	.77
Ski	9,941	1.04	2.63
Skiing	11,198	1.18	2.74
Skin Diver	2,651	.28	1.83
Smithsonian	28,020	2.94	1.56
Sport Magazine	15,063	1.58	1.28
Sporting News	3,237	.34	.93
Sports Afield	4,848	.51	.93
Sports Illustrated	35,166	3.70	1.59
Stereo Review	6,853	.72	1.41
Sunset Magazine	137,305	14.43	9.95
Teen	12,065	1.27	1.32
Tennis Magazine	4,408	.46	1.04
Time	64,425	6.77	1.51
Time B	24,558	2.58	1.56
Town & Country	1,999	.21	1.06
Travel & Leisure	12,186	1.28	1.31
True Confessions	3,227	.34	1.37
True Experience	2,363	.25	1.47
True Love	1,971	.21	1.26
True Romance	2,142	.23	1.32
True Story	14,422	1.52	.96
TV Guide	319,537	33.58	1.66
US	12,289	1.29	1.56
U.S. News & Wrld Rep	47,539	5.00	2.00
Vogue	12,335	1.30	1.39
Woman's Day	110,604	11.62	1.56
Yachting	3,722	.39	2.91
Ziff-Davis Mag Netwk	60,674	6.38	1.86
Farm Journal	5,436	.57	.41
Hoard's Dairyman	1,945	.20	.92
Nw Unit Farm Mags	11,015	1.16	9.88
Successful Farming	1,668	.18	.23

17. ATLANTA
(947,100 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	8,456	.89	1.04
Architectural Digest	7,205	.76	1.81
Atlantic Monthly	3,280	.35	1.04
Better Homes & Gardens	90,487	9.55	1.14
Boating	2,028	.21	1.20
Bon Appetit	12,786	1.35	1.17
Book Digest	11,548	1.22	1.14
Boys' Life	21,137	2.23	1.22
Bride's Magazine	3,146	.33	1.15
Business Week	11,102	1.17	1.57
Car Craft	5,628	.59	1.56
Car & Driver	10,219	1.08	1.55
Catholic Digest	1,350	.14	.27
Cosmopolitan	21,570	2.28	.85
Cuisine	5,468	.58	.71
Cycle	5,537	.58	1.32
Decorating & Craft Ideas	12,462	1.32	1.53
Ebony	21,924	2.31	1.78
Esquire	8,515	.90	1.35
Family Circle	57,803	6.10	.81
Field & Stream	24,150	2.55	1.21
Flying	4,764	.50	1.37
Forbes Magazine	8,573	.91	1.30
Fortune	8,071	.85	1.43
4-Wheel & Off-Road	1,829	.19	1.51
Gentlemen's Qtrly	7,054	.74	1.99
Glamour	24,831	2.62	1.41
Golf	8,397	.89	1.28
Golf Digest	12,196	1.29	1.32
Good Housekeeping	57,920	6.12	1.16
Gourmet	7,861	.83	1.26
Grit	6,854	.72	.72
Guns & Ammo	5,001	.53	1.12
Harper's/Atlantic	6,959	.73	1.15
Harper's Bazaar	8,796	.93	1.50
Harper's Magazine	3,665	.39	1.27
Homeowners 'How-to'	3,316	.35	1.23
Hot Rod	9,493	1.00	1.25
House Beautiful	12,951	1.37	1.55
House & Garden	15,391	1.63	1.54
Jet	20,484	2.16	2.95
Ladies' Home Journal	69,263	7.31	1.28
Life	15,297	1.62	1.31
Mademoiselle	14,763	1.56	1.68
McCall's	81,342	8.59	1.28
Mechanix Illustrated	19,095	2.02	1.17
Modern Bride	3,284	.35	1.30
Money	9,916	1.05	1.17
Motor Boating & Sailing	1,696	.18	1.34
Motor Trend	8,401	.89	1.24
Motorcyclist	2,812	.30	1.58
National Geographic	96,468	10.19	1.15
Nation's Business	14,395	1.52	1.16
Natural History	3,489	.37	.77
The New Yorker	4,013	.42	.86
Newsweek	34,876	3.68	1.22
Omni	8,776	.93	1.36
Oui	12,566	1.33	1.82
Outdoor Life	17,791	1.88	1.11
Parade	10,017	1.06	.05
Parents	14,866	1.57	1.08
Penthouse	66,515	7.02	1.79

ATLANTA CONTINUED

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
People Weekly	33,859	3.58	1.62
Petersen Action Grp.	40,771	4.30	1.30
Petersen Motor Grp.	27,921	2.95	1.33
Petersen's Hunting	2,777	.29	1.45
Photographic	3,246	.34	1.20
Playboy	61,256	6.47	1.34
Popular Electronics	3,868	.41	1.10
Popular Mechanics	15,604	1.65	1.00
Popular Photography	8,784	.93	1.15
Popular Science	16,029	1.69	.99
Psychology Today	13,585	1.43	1.23
Quest/79	3,573	.38	1.20
Reader's Digest	200,027	21.12	1.12
Redbook	56,393	5.95	1.33
Road & Track	6,809	.72	1.34
Rolling Stone	8,572	.91	1.38
Saturday Review	6,233	.66	1.22
Scientific American	5,308	.56	.98
Scouting	9,483	1.00	1.06
Seventeen	14,086	1.49	1.07
Signature Magazine	7,010	.74	1.25
Ski	2,199	.23	.58
Skiing	2,448	.26	.60
Skin Diver	1,899	.20	1.31
Smithsonian	19,792	2.09	1.10
Southern Living	83,508	8.82	4.65
Sport Magazine	13,423	1.42	1.14
Sporting News	2,908	.31	.83
Sports Afield	5,941	.63	1.14
Sports Illustrated	27,213	2.87	1.23
Stereo Review	5,013	.53	1.03
Teen	11,429	1.21	1.25
Tennis Magazine	8,595	.91	2.02
Time	46,739	4.93	1.09
Time B	19,950	2.11	1.27
Town & Country	3,325	.35	1.76
Travel & Leisure	13,011	1.37	1.40
True Confessions	4,595	.49	1.95
True Experience	3,134	.33	1.95
True Love	3,363	.36	2.15
True Romance	3,382	.36	2.09
True Story	18,549	1.96	1.23
TV Guide	303,680	32.06	1.58
US	12,235	1.29	1.55
U.S. News & Wrld Rep	29,226	3.09	1.23
Vogue	13,354	1.41	1.51
Woman's Day	68,481	7.23	.97
Yachting	1,713	.18	1.34
Ziff-Davis Mag Netwk	38,692	4.09	1.19
Farm Journal	10,938	1.15	.82
Hoard's Dairyman	740	.08	.35
Progressive Farmer	23,845	2.52	2.50
Successful Farming	80	.01	.01

18. TAMPA-ST. PETERSBURG
(911,200 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	6,472	.71	.80
Architectural Digest	3,343	.37	.84
Atlantic Monthly	2,824	.31	.90
Better Homes & Gardens	79,297	8.70	1.00
Boating	3,763	.41	2.22
Bon Appetit	11,643	1.28	1.06
Book Digest	12,769	1.40	1.26
Boys' Life	14,267	1.57	.83
Bride's Magazine	1,904	.21	.69
Business Week	5,266	.58	.75
Car Craft	3,158	.35	.88
Car & Driver	6,007	.66	.91
Catholic Digest	3,729	.41	.73
Cosmopolitan	30,428	3.34	1.20
Cuisine	6,516	.72	.84
Cycle	3,682	.40	.88
Decorating & Craft Ideas	8,533	.94	1.05
Ebony	8,898	.98	.72
Esquire	6,126	.67	.97
Family Circle	78,079	8.57	1.09
Field & Stream	15,400	1.69	.77
Flying	3,749	.41	1.08
Forbes Magazine	9,468	1.04	1.43
Fortune	4,660	.51	.82
4-Wheel & Off-Road	761	.08	.63
Gentlemen's Qtrly	2,435	.27	.69
Glamour	13,791	1.51	.79
Golf	8,944	.98	1.37
Golf Digest	14,855	1.63	1.61
Good Housekeeping	49,563	5.44	.99
Gourmet	6,378	.70	1.02
Grit	5,591	.61	.59
Guns & Ammo	3,192	.35	.72
Harper's/Atlantic	5,477	.60	.91
Harper's Bazaar	5,462	.60	.93
Harper's Magazine	2,650	.29	.92
Homeowners 'How-to'	1,499	.16	.56
Hot Rod	4,931	.54	.65
House Beautiful	11,155	1.22	1.34
House & Garden	10,979	1.20	1.10
Jet	4,165	.46	.60
Ladies' Home Journal	62,827	6.89	1.16
Life	8,845	.97	.76
Mademoiselle	9,319	1.02	1.06
McCall's	66,608	7.31	1.05
Mechanix Illustrated	17,242	1.89	1.06
Modern Bride	1,882	.21	.75
Money	7,496	.82	.89
Motor Boating & Sailing	3,219	.35	2.55
Motor Trend	5,995	.66	.88
Motorcyclist	1,418	.16	.80
National Geograpnic	96,369	10.58	1.15
Nation's Business	10,711	1.18	.86
Natural History	3,549	.39	.78
The New Yorker	3,079	.34	.66
Newsweek	19,843	2.18	.70
Omni	7,814	.86	1.21
Oui	6,313	.69	.92
Outdoor Life	8,500	.93	.53
Parade	453,216	49.74	2.15
Parents	10,788	1.18	.78
Penthouse	38,438	4.22	1.03
People Weekly	22,205	2.44	1.06
Petersen Action Grp.	26,190	2.87	.83
Petersen Motor Grp.	16,214	1.78	.77
Petersen's Hunting	1,076	.12	.56
Photoplay	3,053	.34	.96
Playboy	36,923	4.05	.81
Popular Electronics	3,322	.36	.94
Popular Mechanics	16,891	1.85	1.08
Popular Photography	7,109	.78	.93
Popular Science	15,811	1.74	.97
Psychology Today	9,797	1.08	.89
Quest/79	2,690	.30	.90
Reader's Digest	236,053	25.91	1.32
Redbook	42,044	4.61	.99
Road & Track	4,438	.49	.88
Rolling Stone	5,666	.62	.91
Saturday Review	4,913	.54	.96
Scientific American	3,124	.34	.58
Scouting	6,074	.67	.68
Seventeen	9,348	1.03	.71
Signature Magazine	6,796	.75	1.21
Ski	747	.08	.20
Skiing	855	.09	.21
Skin Diver	3,747	.41	2.58
Smithsonian	18,648	2.05	1.04
Southern Living	57,749	6.34	3.21
Sport Magazine	9,003	.99	.76
Sporting News	3,216	.35	.92
Sports Afield	3,785	.42	.72
Sports Illustrated	15,935	1.75	.72
Stereo Review	3,648	.40	.75
Teen	5,667	.62	.62
Tennis Magazine	4,355	.48	1.02
Time	41,185	4.52	.96
Time B	11,377	1.25	.72
Town & Country	2,286	.25	1.21
Travel & Leisure	11,296	1.24	1.21
True Confessions	1,980	.22	.84
True Experience	1,364	.15	.85
True Love	1,349	.15	.86
True Romance	1,395	.15	.86
True Story	11,413	1.25	.76
TV Guide	177,839	19.52	.92
US	8,503	.93	1.08
U.S. News & Wrld Rep	36,153	3.97	1.52
Vogue	8,815	.97	1.00
Woman's Day	82,513	9.06	1.17
Yachting	2,973	.33	2.32
Ziff-Davis Mag Netwk	28,826	3.16	.89
Farm Journal	2,541	.28	.19
Hoard's Dairyman	349	.04	.17
Progressive Farmer	8,920	.98	.94
Successful Farming	333	.04	.05

19. BALTIMORE
(782,900 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	11,688	1.49	1.44
Architectural Digest	3,034	.39	.76
Atlantic Monthly	3,124	.40	.99
Better Homes & Gardens	80,205	10.24	1.01
Boating	3,028	.39	1.79
Bon Appetit	11,661	1.49	1.07
Book Digest	9,746	1.24	.97
Boys' Life	19,522	2.49	1.13
Bride's Magazine	2,275	.29	.83
Business Week	7,000	.89	.99
Car Craft	3,103	.40	.86
Car & Driver	6,217	.79	.94
Catholic Digest	4,099	.52	.81
Cosmopolitan	22,116	2.82	.87
Cuisine	6,109	.78	.79
Cycle	3,806	.49	.91
Decorating & Craft Ideas	5,996	.77	.74
Ebony	26,349	3.37	2.14
Esquire	5,682	.73	.90
Family Circle	68,905	8.80	.96
Field & Stream	13,295	1.70	.67
Flying	2,309	.29	.66
Forbes Magazine	5,789	.74	.88
Fortune	4,918	.63	.87
4-Wheel & Off-Road	564	.07	.47
Gentlemen's Qtrly	5,139	.66	1.45
Glamour	16,707	2.13	.95
Golf	5,026	.64	.77
Golf Digest	7,381	.94	.80
Good Housekeeping	47,881	6.12	.96
Gourmet	7,416	.95	1.19

BALTIMORE CONTINUED

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Grit	4,743	.61	.50
Guns & Ammo	2,715	.35	.61
Harper's/Atlantic	5,768	.74	.95
Harper's Bazaar	5,595	.71	.95
Harper's Magazine	2,646	.34	.91
Homeowners 'How-to'	2,992	.38	1.11
Hot Rod	5,760	.74	.76
House Beautiful	6,883	.88	.82
House & Garden	9,506	1.21	.95
Jet	13,612	1.74	1.96
Ladies' Home Journal	46,515	5.94	.86
Life	14,297	1.83	1.23
Mademoiselle	7,434	.95	.85
McCall's	53,155	6.79	.83
Mechanix Illustrated	14,247	1.82	.87
Modern Bride	2,623	.34	1.04
Money	11,172	1.43	1.32
Motor Boating & Sailing	2,797	.36	2.21
Motor Trend	5,985	.76	.88
Motorcyclist	1,465	.19	.82
National Geographic	86,161	11.01	1.03
Nation's Business	8,641	1.10	.70
Natural History	4,319	.55	.95
The New Yorker	5,530	.71	1.19
Newsweek	31,591	4.04	1.11
Omni	6,792	.87	1.05
Oui	5,683	.73	.83
Outdoor Life	10,486	1.34	.65
Parade	248,558	31.75	1.18
Parents	13,408	1.71	.97
Penthouse	32,830	4.19	.88
People Weekly	17,067	2.18	.82
Petersen Action Grp.	25,086	3.20	.80
Petersen Motor Grp.	16,834	2.15	.80
Petersen's Hunting	1,457	.19	.76
Photographic	2,925	.37	1.09
Playboy	40,359	5.16	.88
Popular Electronics	3,465	.44	.98
Popular Mechanics	13,836	1.77	.89
Popular Photography	8,222	1.05	1.07
Popular Science	17,697	2.26	1.09
Psychology Today	11,239	1.44	1.02
Quest/79	2,951	.38	.99
Reader's Digest	161,874	20.68	.91
Redbook	33,545	4.28	.79
Road & Track	5,060	.65	1.00
Rolling Stone	4,854	.62	.78
Saturday Review	4,065	.52	.79
Scientific American	4,833	.62	.89
Scouting	8,952	1.14	1.00
Seventeen	10,438	1.33	.80
Signature Magazine	4,873	.62	.87
Ski	2,904	.37	.77
Skiing	3,311	.42	.81
Skin Diver	1,298	.17	.89
Smithsonian	36,763	4.70	2.05
Southern Living	24,900	3.18	1.39
Sport Magazine	11,372	1.45	.96
Sporting News	3,328	.43	.96
Sports Afield	3,520	.45	.67
Sports Illustrated	25,120	3.21	1.14
Stereo Review	5,601	.72	1.15
Teen	6,050	.77	.66
Tennis Magazine	4,439	.57	1.04
Time	56,775	7.25	1.33
Time B	22,273	2.84	1.42
Town & Country	1,789	.23	.95
Travel & Leisure	11,165	1.43	1.20
True Confessions	2,261	.29	.96
True Experience	1,812	.23	1.13
True Love	1,584	.20	1.01
True Romance	1,728	.22	1.07
True Story	12,801	1.64	.85
TV Guide	195,721	25.00	1.02
US	5,886	.75	.75
U.S. News & Wrld Rep	20,648	2.64	.87
Vogue	8,085	1.03	.91
Woman's Day	71,992	9.20	1.02
Yachting	2,771	.35	2.17
Ziff-Davis Mag Netwk	32,499	4.15	1.00
Farm Journal	6,078	.78	.46
Hoard's Dairyman	1,077	.14	.51
Progressive Farmer	5,811	.74	.61
Successful Farming	226	.03	.03

20. INDIANAPOLIS

(774,400 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	6,042	.78	.74
Architectural Digest	2,572	.33	.65
Atlantic Monthly	2,423	.31	.77
Better Homes & Gardens	84,811	10.95	1.07
Boating	1,103	.14	.65
Bon Appetit	8,115	1.05	.74
Book Digest	8,463	1.09	.84
Boys' Life	17,310	2.24	1.00
Bride's Magazine	2,769	.36	1.01
Business Week	5,935	.77	.84
Capper's Weekly	519	.07	.12
Car Craft	4,488	.58	1.25
Car & Driver	7,749	1.00	1.17
Catholic Digest	3,629	.47	.71
Cosmopolitan	24,713	3.19	.97
Cuisine	8,663	1.12	1.12
Cycle	4,846	.63	1.16
Decorating & Craft Ideas	9,035	1.17	1.11
Ebony	13,709	1.77	1.11
Esquire	5,951	.77	.94
Family Circle	68,627	8.86	.96
Field & Stream	22,133	2.86	1.11
Flying	3,333	.43	.96
Forbes Magazine	5,568	.72	.84
Fortune	4,629	.60	.82
4-Wheel & Off-Road	1,716	.22	1.42
Gentlemen's Qtrly	3,578	.46	1.01
Glamour	18,303	2.36	1.04
Golf	7,695	.99	1.18
Golf Digest	10,415	1.34	1.13
Good Housekeeping	55,303	7.14	1.10
Gourmet	3,603	.47	.58
Grit	12,161	1.57	1.28
Guns & Ammo	5,596	.72	1.25
Harper's/Atlantic	4,787	.62	.79
Harper's Bazaar	4,863	.63	.83
Harper's Magazine	2,360	.30	.82
Homeowners 'How-to'	3,006	.39	1.12
Hot Rod	10,818	1.40	1.42
House Beautiful	8,390	1.08	1.01
House & Garden	8,382	1.08	.84
Jet	6,140	.79	.88
Ladies' Home Journal	57,739	7.46	1.06
Life	9,940	1.28	.85
Mademoiselle	7,035	.91	.80
McCall's	71,342	9.21	1.12
Mechanix Illustrated	19,085	2.46	1.17
Modern Bride	2,662	.34	1.06
Money	8,657	1.12	1.02
Motor Boating & Sailing	803	.10	.63
Motor Trend	8,811	1.14	1.30
Motorcyclist	2,004	.26	1.13
National Geographic	77,327	9.99	.92
Nation's Business	14,874	1.92	1.20
Natural History	2,497	.32	.55
The New Yorker	2,947	.38	.63
Newsweek	26,267	3.39	.92
Omni	7,930	1.02	1.23
Oui	7,354	.95	1.07
Outdoor Life	14,535	1.88	.91
Parade	649	.08	—
Parents	18,122	2.34	1.32
Penthouse	30,727	3.97	.83
People Weekly	23,177	2.99	1.11
Petersen Action Grp.	38,826	5.01	1.23
Petersen Motor Grp.	27,838	3.59	1.33
Petersen's Hunting	1,481	.19	.77
Photographic	2,573	.33	.95
Playboy	46,111	5.95	1.01
Popular Electronics	3,516	.45	1.00
Popular Mechanics	18,598	2.40	1.19
Popular Photography	6,610	.85	.86
Popular Science	16,432	2.12	1.01
Psychology Today	9,465	1.22	.86
Quest/79	2,897	.37	.97
Reader's Digest	185,988	24.02	1.04
Redbook	45,597	5.89	1.08
Road & Track	5,079	.66	1.00
Rolling Stone	6,356	.82	1.02
Saturday Review	5,298	.68	1.03
Scientific American	4,329	.56	.80
Scouting	8,647	1.12	.97
Seventeen	15,084	1.95	1.15
Signature Magazine	5,016	.65	.89
Ski	1,497	.19	.40
Skiing	1,617	.21	.40
Skin Diver	1,181	.15	.81
Smithsonian	13,162	1.70	.73
Sport Magazine	14,489	1.87	1.23
Sporting News	4,691	.61	1.35
Sports Afield	6,160	.80	1.18
Sports Illustrated	26,854	3.47	1.22
Stereo Review	4,702	.61	.97
Teen	9,331	1.20	1.02
Tennis Magazine	4,093	.53	.96
Time	33,136	4.28	.77
Time B	12,180	1.57	.78
Town & Country	1,586	.20	.84
Travel & Leisure	8,179	1.06	.88
True Confessions	2,665	.34	1.13
True Experience	2,126	.27	1.32
True Love	2,082	.27	1.33
True Romance	1,987	.26	1.23
True Story	20,818	2.69	1.38
TV Guide	190,270	24.57	.99
US	10,709	1.38	1.36
U.S. News & Wrld Rep	24,561	3.17	1.04
Vogue	5,394	.70	.61
Woman's Day	73,594	9.50	1.04
Yachting	602	.08	.47
Ziff-Davis Mag Netwk	29,891	3.86	.92
Farm Journal	23,767	3.07	1.78
Hoard's Dairyman	1,254	.16	.59
Prairie Farmer	31,211	4.03	14.47
Successful Farming	18,615	2.40	2.56

BALANCE IN U.S.
(41,772,277 households)

Publication	ADI circ.	Pct. ADI hslds.	Pct. total circ.
Apartment Life	293,768	.70	36.12
Architectural Digest	147,725	.35	37.11
Atlantic Monthly	144,764	.35	45.90
Better Homes & Gardens	4,528,150	10.84	57.05
Boating	78,054	.19	46.14
Bon Appetit	508,730	1.22	46.49
Book Digest	554,024	1.33	54.87
Boys' Life	997,598	2.39	57.71
Bride's Magazine	143,868	.34	52.43
Business Week	276,861	.66	39.27
Capper's Weekly	381,637	.91	90.97
Car Craft	214,475	.51	59.59
Car & Driver	327,800	.78	49.66
Catholic Digest	278,735	.67	54.79
Cosmopolitan	1,279,706	3.06	50.45
Cuisine	428,117	1.02	55.30
Cycle	240,879	.58	57.49
Decorating & Craft Ideas	531,455	1.27	65.42
Ebony	533,054	1.28	43.34
Esquire	282,833	.68	44.84
Family Circle	3,989,170	9.55	55.56
Field & Stream	1,342,394	3.21	67.44
Flying	198,191	.47	56.85
Forbes Magazine	303,405	.73	45.91
Fortune	222,193	.53	39.33
4-Wheel & Off-Road	74,684	.18	61.61
Gentlemen's Qtrly	146,059	.35	41.18
Glamour	845,708	2.02	48.17
Golf	349,331	.84	53.42
Golf Digest	499,489	1.20	54.22
Good Housekeeping	2,903,331	6.95	57.99
Gourmet	244,118	.58	39.22
Grit	761,246	1.82	80.41
Guns & Ammo	282,222	.68	63.23
Harper's/Atlantic	281,115	.67	46.48
Harper's Bazaar	237,634	.57	40.46
Harper's Magazine	136,202	.33	47.08
Homeowners 'How-to'	148,281	.35	55.02
Hot Rod	471,427	1.13	61.98
House Beautiful	419,601	1.00	50.28
House & Garden	480,010	1.15	48.15
Jet	291,180	.70	41.90
Ladies' Home Journal	3,160,231	7.57	58.18
Life	529,271	1.27	45.45
Mademoiselle	423,591	1.01	48.26
McCall's	3,723,662	8.91	58.49
Mechanix Illustrated	960,863	2.30	58.88
Modern Bride	128,779	.31	51.09
Money	368,273	.88	43.60
Motor Boating & Sailing	53,301	.13	42.15
Motor Trend	372,270	.89	54.76
Motorcyclist	107,613	.26	60.59
National Geographic	4,577,746	10.96	54.58
Nation's Business	742,814	1.78	59.80
Natural History	191,566	.46	42.08
The New Yorker	166,223	.40	35.71
Newsweek	1,448,788	3.47	50.74
Omni	304,721	.73	47.28
Oui	355,943	.85	51.68
Outdoor Life	1,099,358	2.63	68.45
Parade	12,173,780	29.14	57.73
Parents	793,967	1.90	57.71
Penthouse	1,956,978	4.68	52.69
People Weekly	1,066,317	2.55	51.00
Petersen Action Grp.	1,851,730	4.43	58.88
Petersen Motor Grp.	1,235,431	2.96	59.00
Petersen's Hunting	129,267	.31	67.42
Photographic	130,015	.31	48.23
Playboy	2,417,487	5.79	52.76
Popular Electronics	180,615	.43	51.13
Popular Mechanics	895,801	2.14	57.49
Popular Photography	366,185	.88	47.85
Popular Science	871,612	2.09	53.69
Psychology Today	538,280	1.29	48.93
Quest/79	145,203	.35	48.57
Reader's Digest	10,637,840	25.47	59.51
Redbook	2,520,827	6.03	59.45
Road & Track	244,209	.58	48.19
Rolling Stone	315,594	.76	50.83
Saturday Review	245,864	.59	47.95
Scientific American	231,780	.55	42.72
Scouting	533,253	1.28	59.79
Seventeen	726,040	1.74	55.40
Signature Magazine	206,211	.49	36.64
Ski	178,955	.43	47.38
Skiing	199,306	.48	48.83
Skin Diver	72,490	.17	49.97
Smithsonian	805,719	1.93	44.87
Southern Living	1,372,708	3.29	76.42
Sport Magazine	652,501	1.56	55.27
Sporting News	193,200	.46	55.45
Sports Afield	340,474	.82	65.16
Sports Illustrated	1,158,516	2.77	52.44
Stereo Review	233,876	.56	48.04
Sunset Magazine	672,363	1.61	48.70
Teen	541,576	1.30	59.38
Tennis Magazine	197,938	.47	46.48
Time	1,937,048	4.64	45.27
Time B	682,188	1.63	43.46
Town & Country	81,385	.19	43.12
Travel & Leisure	378,850	.91	40.71
True Confessions	155,315	.37	65.75
True Experience	104,952	.25	65.29
True Love	104,051	.25	66.53
True Romance	104,985	.25	64.88
True Story	998,482	2.39	66.34
TV Guide	10,085,176	24.14	52.31
US	402,613	.96	51.05
U.S. News & Wrld Rep	1,340,193	3.21	56.50
Vogue	331,438	.79	37.47
Woman's Day	3,936,358	9.42	55.65
Yachting	50,788	.12	39.71
Ziff-Davis Mag Netwk	1,646,282	3.94	50.55
Amer. Agriculturist	75,556	.18	78.72
California Farmer	44,255	.11	74.26
Co. Rancher & Farmer	25,356	.06	100.00
Farm Journal	1,112,735	2.66	83.36
The Farmer	126,141	.30	73.59
The Farmer-Stockman	236,670	.57	82.29
Hoard's Dairyman	166,730	.40	78.98
Kansas Farmer	62,220	.15	00.00
Michigan Farmer	62,467	.15	84.12
Missouri Ruralist	70,952	.17	88.43
Nebraska Farmer	74,622	.18	100.00
NW Unit Farm Mags	100,482	.24	90.12
The Ohio Farmer	76,514	.18	75.22
Pennsylvania Farmer	53,738	.13	70.27
Prairie Farmer	138,323	.33	64.11
Progressive Farmer	824,215	1.97	86.55
Successful Farming	599,430	1.43	82.45
Wallaces Farmer	128,963	.31	100.00
Wisc. Agriculturist	80,300	.19	91.79

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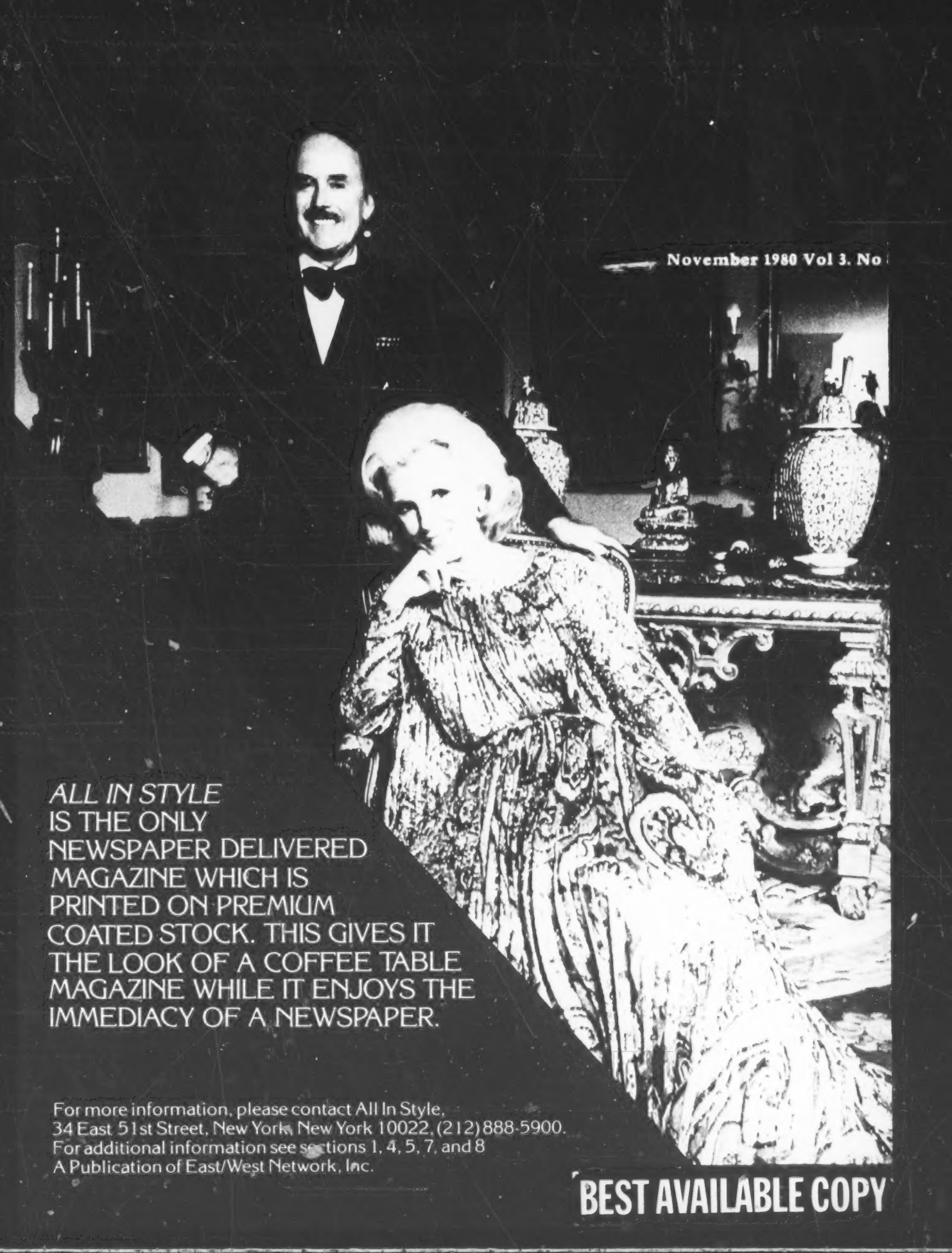
ABC CIRCULATION BY COUNTY

Publication	A county Circ.	A county Pct. cov.	B county Circ.	B county Pct. cov.	C county Circ.	C county Pct. cov.	D county Circ.	D county Pct. cov.	Pct. circ. in A & B counties Pct. U.S.
Apartment Life	475,964	1.61	212,017	.96	85,423	.61	37,840	.32	84.60
Architectural Digest	237,414	.80	104,779	.48	38,344	.27	16,873	.14	85.95
Atlantic Monthly	153,676	.52	89,434	.41	45,403	.32	25,956	.22	77.08
Better Homes & Gardens	2,867,919	9.71	2,401,938	10.91	1,498,935	10.71	1,155,649	9.86	66.39
Boating	74,080	.25	53,975	.25	26,328	.19	13,586	.12	75.69
Bon Appetit	523,047	1.77	337,061	1.53	152,220	1.09	78,265	.67	78.60
Book Digest	386,838	1.31	290,849	1.32	180,580	1.29	149,576	1.28	67.12
Boys' Life	597,796	2.02	519,672	2.36	353,771	2.53	251,748	2.15	64.65
Bride's Magazine	113,231	.38	80,109	.36	50,909	.36	29,813	.25	70.46
Business Week	392,806	1.33	198,706	.90	76,285	.55	35,731	.30	83.90
Capper's Weekly	34,953	.12	33,887	.15	56,987	.41	283,092	2.42	16.41
Car Craft	122,476	.41	112,790	.51	72,749	.52	50,594	.43	65.36
Car & Driver	292,220	.99	197,448	.90	104,656	.75	63,995	.55	74.19
Catholic Digest	196,378	.66	145,383	.66	91,010	.65	75,102	.64	67.18
Cosmopolitan	1,117,570	3.78	801,312	3.64	421,890	3.01	187,032	1.60	75.65
Cuisine	296,547	1.00	233,609	1.06	144,523	1.03	95,259	.81	68.48
Cycle	144,378	.49	125,771	.57	86,986	.62	60,427	.52	64.48
Decorating & Craft Ideas	212,524	.72	232,657	1.06	189,592	1.35	176,091	1.50	54.80
Ebony	675,694	2.29	351,451	1.60	128,414	.92	73,020	.62	83.51
Esquire	314,690	1.07	171,004	.78	89,256	.64	54,416	.46	77.00
Family Circle	2,627,868	8.90	2,252,954	10.24	1,447,139	10.34	836,505	7.14	67.98
Field & Stream	483,665	1.64	554,466	2.52	496,535	3.55	449,766	3.84	52.16
Flying	130,067	.44	107,050	.49	62,298	.45	45,675	.39	68.01
Forbes Magazine	319,646	1.08	199,783	.91	91,330	.65	48,483	.41	78.60
Fortune	312,992	1.06	155,821	.71	64,321	.46	30,936	.26	82.99
4-Wheel & Off-Road	37,703	.13	34,446	.16	27,622	.20	20,967	.18	59.52
Gentlemen's Qtrly	195,108	.66	100,444	.46	41,652	.30	16,745	.14	83.33
Glamour	804,116	2.72	518,008	2.35	278,944	1.99	151,724	1.30	75.30
Golf	259,234	.88	217,668	.99	112,076	.80	64,426	.55	72.93
Golf Digest	351,396	1.19	308,430	1.40	163,885	1.17	96,194	.82	71.63
Good Housekeeping	1,741,805	5.90	1,522,112	6.92	986,827	7.05	743,977	6.35	65.19
Gourmet	335,009	1.13	180,936	.82	73,988	.53	31,137	.27	82.89
Grit	75,118	.25	181,170	.82	322,961	2.31	366,271	3.13	27.07
Guns & Ammo	132,191	.45	125,385	.57	99,563	.71	85,885	.73	57.71
Harper's/Atlantic	292,392	.99	169,940	.77	88,520	.63	52,059	.44	76.44
Harper's Bazaar	326,428	1.11	158,764	.72	66,953	.48	34,156	.29	82.60
Harper's Magazine	138,670	.47	80,483	.37	43,064	.31	26,047	.22	75.76
Homeowners "How-To"	103,745	.35	80,648	.37	50,146	.36	34,219	.29	68.42
Hot Rod	236,262	.80	222,774	1.01	167,085	1.19	132,150	1.13	60.35
House Beautiful	361,932	1.23	246,712	1.12	134,999	.96	88,914	.76	72.94
House & Garden	450,749	1.53	294,735	1.34	151,015	1.08	97,118	.83	74.78
Jet	400,116	1.35	197,923	.90	65,638	.47	29,655	.25	86.06
Ladies' Home Journal	1,865,010	6.31	1,611,911	7.32	1,076,193	7.69	865,714	7.39	64.02
Life	571,760	1.94	320,767	1.46	170,269	1.22	98,170	.84	76.65
Mademoiselle	401,106	1.36	260,977	1.19	134,992	.96	78,594	.67	75.42
McCall's	2,166,696	7.34	1,873,132	8.51	1,271,397	9.08	1,043,499	8.91	63.45
Mechanix Illustrated	544,389	1.84	488,066	2.22	338,887	2.42	255,149	2.18	63.27
Modern Bride	109,322	.37	72,803	.33	44,055	.31	25,545	.22	72.25
Money	423,077	1.43	248,682	1.13	113,276	.81	58,432	.50	79.52
Motor Boating & Sailing	58,375	.20	41,378	.19	18,177	.13	7,802	.07	78.88
Motorcyclist	57,319	.19	55,243	.25	37,383	.27	27,093	.23	63.38
Motor Trend	263,178	.89	204,983	.93	125,595	.90	84,028	.72	68.87
National Geographic	3,246,104	10.99	2,559,212	11.63	1,511,284	10.80	1,024,738	8.75	69.22
Nation's Business	404,332	1.37	348,520	1.58	261,928	1.87	223,340	1.91	60.60
Natural History	232,256	.79	116,672	.53	60,783	.43	35,014	.30	76.64
The New Yorker	273,550	.93	119,474	.54	51,323	.37	20,218	.17	84.44
Newsweek	1,240,536	4.20	843,908	3.83	471,770	3.37	285,423	2.44	73.01
Omni	318,519	1.08	188,572	.86	87,126	.62	40,143	.34	78.67
Oui	298,500	1.01	199,971	.91	122,216	.87	63,762	.54	72.36
Outdoor Life	383,799	1.30	449,270	2.04	394,515	2.82	373,556	3.19	51.87
Parade	7,255,934	24.56	9,475,847	43.06	2,294,593	16.39	1,934,327	16.51	79.35
Parents	481,913	1.63	423,339	1.92	267,457	1.91	200,950	1.72	65.80
Penthouse	1,563,176	5.29	1,140,338	5.18	651,121	4.65	339,745	2.90	72.78
People Weekly	913,864	3.09	639,652	2.91	337,396	2.41	192,953	1.65	74.31

Publication	A county Circ.	A county Pct. cov.	B county Circ.	B county Pct. cov.	C county Circ.	C county Pct. cov.	D county Circ.	D county Pct. cov.	Pct. circ. in A & B counties Pct. U.S.
Petersen Action Grp.	1,077,592	3.65	931,820	4.23	641,947	4.59	479,690	4.09	63.89
Petersen Motor Grp.	717,046	2.43	627,950	2.85	428,664	3.06	313,465	2.68	64.24
Petersen's Hunting	46,844	.16	51,813	.24	47,500	.34	44,431	.38	51.45
Photographic	124,811	.42	79,296	.36	40,604	.29	23,371	.20	75.71
Photoplay	96,541	.33	89,310	.41	69,053	.49	62,468	.53	58.44
Playboy	1,917,379	6.49	1,387,134	6.30	815,056	5.82	441,596	3.77	72.11
Popular Electronics	150,181	.51	110,644	.50	56,984	.41	34,046	.29	73.84
Popular Mechanics	541,415	1.83	465,383	2.11	316,274	2.26	230,525	1.97	64.61
Popular Photography	353,949	1.20	226,064	1.03	115,405	.82	66,109	.56	75.80
Popular Science	633,779	2.15	493,009	2.24	297,368	2.12	193,196	1.65	69.41
Psychology Today	505,968	1.71	339,325	1.54	164,294	1.17	87,049	.74	76.84
Quest/79	141,729	.48	81,916	.37	45,890	.33	27,499	.23	74.81
Reader's Digest	5,889,586	19.94	5,379,159	24.44	3,677,328	26.27	2,886,951	24.64	63.04
Redbook	1,413,944	4.79	1,241,881	5.64	873,993	6.24	701,002	5.98	62.63
Road & Track	234,487	.79	158,446	.72	77,545	.55	34,758	.30	77.53
Rolling Stone	275,835	.93	192,635	.88	101,788	.73	48,762	.42	75.45
Saturday Review	238,513	.81	145,580	.66	80,136	.57	47,518	.41	74.91
Scientific American	281,216	.95	156,291	.71	71,885	.51	30,567	.26	80.64
Scouting	298,769	1.01	271,696	1.23	187,981	1.34	130,305	1.11	63.96
Seventeen	492,411	1.67	395,269	1.80	251,562	1.80	167,986	1.43	67.74
Signature Magazine	314,968	1.07	139,034	.63	63,945	.46	42,769	.37	80.66
Ski	181,661	.62	106,529	.48	57,246	.41	30,322	.26	76.30
Skiing	191,247	.65	116,485	.53	63,854	.46	34,516	.29	75.39
Skin Diver	60,570	.21	48,016	.22	24,471	.17	10,686	.09	74.85
Smithsonian	878,121	2.97	521,989	2.37	251,299	1.80	138,059	1.18	77.96
Southern Living	276,105	.93	648,037	2.94	424,381	3.03	349,618	2.98	51.45
Sport Magazine	448,110	1.52	343,160	1.56	222,092	1.59	165,541	1.41	67.03
Sporting News	131,787	.45	110,353	.50	64,981	.46	40,529	.35	69.50
Sports Afield	141,833	.48	145,453	.66	124,808	.89	108,888	.93	54.98
Sports Illustrated	922,670	3.12	693,968	3.15	363,640	2.60	225,439	1.92	73.18
Stereo Review	224,651	.76	142,466	.65	76,862	.55	41,452	.35	75.41
Sunset Magazine	644,757	2.18	433,863	1.97	159,274	1.14	64,348	.55	78.13
Teen	293,122	.99	255,061	1.16	184,044	1.31	177,453	1.51	60.11
Tennis Magazine	199,319	.67	132,816	.60	60,383	.43	32,916	.28	77.99
Time	2,097,526	7.10	1,235,941	5.62	600,910	4.29	333,403	2.85	77.91
Time B	800,635	2.71	452,803	2.06	201,294	1.44	111,176	.95	79.85
Town & Country	97,268	.33	56,251	.26	23,954	.17	11,041	.09	81.34
Travel & Leisure	489,626	1.66	259,667	1.18	117,191	.84	60,086	.51	80.51
True Confessions	66,677	.23	68,408	.31	54,823	.39	39,195	.33	57.19
True Experience	46,063	.16	45,109	.20	38,647	.28	27,890	.24	56.72
True Love	42,618	.14	45,575	.21	38,117	.27	27,474	.23	56.39
True Romance	47,066	.16	45,950	.21	38,661	.28	27,328	.23	57.48
True Story	376,457	1.27	406,275	1.85	364,517	2.60	354,488	3.03	52.01
TV Guide	7,422,721	25.13	5,539,616	25.17	3,705,914	26.48	2,609,312	22.27	67.24
US	345,077	1.17	235,342	1.07	130,865	.93	73,051	.62	73.60
U.S. News & Wrld Rep	872,759	2.95	731,074	3.32	438,657	3.13	322,096	2.75	67.61
Vogue	513,725	1.74	229,890	1.04	94,440	.67	44,866	.38	84.06
Woman's Day	2,562,700	8.68	2,203,604	10.01	1,437,333	10.27	853,046	7.28	67.39
Yachting	64,745	.22	39,780	.18	16,318	.12	6,306	.05	81.72
Ziff-Davis Mag Netwk	1,407,616	4.77	969,310	4.40	537,782	3.84	326,958	2.79	72.99
Amer. Agriculturist	9,912	.03	27,029	.12	38,907	.28	8,220	.07	38.49
California Farmer	10,817	.04	29,680	.13	10,963	.08	5,146	.04	67.95
Co. Rancher & Farmer	2,418	.01	725		4,963	.04	13,694	.12	12.40
Farm Journal	76,371	.26	172,480	.78	346,327	2.47	739,430	6.31	18.64
The Farmer	4,479	.02	1,654	.01	25,671	.18	134,201	1.15	3.58
Ther Farmer-Stockman	16,877	.06	24,755	.11	50,698	.36	191,363	1.63	14.48
Hoard's Dairyman	13,577	.05	34,641	.16	73,547	.53	89,246	.76	22.84
Kansas Farmer	690	—	3,325	.02	6,505	.05	50,130	.43	6.45
Michigan Farmer	3,316	.01	20,726	.09	29,155	.21	20,220	.17	32.37
Missouri Ruralist	6,505	.02	1,459	.01	5,389	.04	65,275	.56	9.93
Nebraska Farmer			3,736	.02	3,139	.02	63,227	.54	5.01
NW Unit Farm Mags	3,771	.01	14,335	.07	36,537	.26	55,586	.47	16.24
The Ohio Farmer	4,904	.02	26,832	.12	41,663	.30	25,661	.22	31.45
Pennsylvania Farmer	8,122	.03	23,672	.11	25,684	.18	4,708	.04	41.57
Prairie Farmer	22,361	.08	22,678	.10	59,280	.42	97,007	.83	20.87
Progressive Farmer	45,786	.16	120,502	.55	273,559	1.95	504,806	4.31	17.46
Successful Farming	33,773	.11	74,693	.34	173,802	1.24	444,630	3.80	14.92
Wallaces Farmer	—	—	6,698	.03	19,370	.14	88,959	.76	5.19
Wisc. Agriculturist	5,315	.02	11,792	.05	33,050	.24	34,344	.29	19.55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SECTION

LOCAL BUYS

Need to know how to cover a specific city? The following pages give circulations and rates for the nationally syndicated newspaper supplements. Also in this section are the availabilities of national magazines through Media Networks, Inc.

And don't forget the city magazines. See pages 71-73 in our Magazines by Category section for a complete listing of these important publications.

Pages 176-181—Circulations and costs for the nationally syndicated Sunday supplements—Family Weekly, Parade, Metro Sunday and the new special interest supplement, All In Style.

Pages 182-184—Local buys offered in national publications through Media Networks' special interest networks.

NATIONALLY SYNDICATED SUPPLEMENTS

NEWSPAPERS CARRYING FAMILY WEEKLY AND THEIR CIRCULATIONS

State/City Newspaper	Circulation*
Alabama	204,419
Anniston Star	32,947
Decatur Daily	24,327
Dothan Eagle	26,339
Florence-Sheffield-Tuscumbia-Muscle Shoals Times-Tri-Cities Daily	30,134
Gadsden Times	29,762
Opelika-Auburn News	17,236
Selma Times-Journal	11,234
Tuscaloosa-Northport News	32,440
Alaska	52,428
Anchorage Times	52,428
Arizona	66,505
Flagstaff Sun	10,800
Mesa Tribune	27,043
Prescott Courier	9,151
Yuma Sun	19,511
Arkansas	239,266
El Dorado News-Times	11,522
Fayetteville Northwest Arkansas Times	11,453
Fort Smith Southwest-Times Record	44,363
Hot Springs Sentinel-Record	21,243
Jonesboro Sun	20,477
Little Rock Arkansas Democrat	105,866
Pine Bluff Commercial	24,342
California	1,518,642
Central Diablo Valley Group-Antioch Ledger	14,022
Central Diablo Valley Group-Contra Costa Times	54,269
El Centro/Brawley Imperial Valley Press/News	15,359
Escondido Times-Advocate	33,400
Eureka Times-Standard	22,379
Glendale/Burbank News-Press/Review	38,565
Hayward/Fremont-Newark/Livermore Review/Argus/Tri-Valley Herald	74,347
Huntington Park-South Gate-Bell Maywood-Cudahy/Downey Signal/ Southeast News	16,057
Indio News	3,977
Merced Sun Star	21,424
Monterey Peninsula-Herald	32,195
Newport Beach-Costa Mesa Orange Coast Pilot	44,586
Oceanside Blade-Tribune	28,413
Ontario-Upland Report	33,074
Palm Springs Desert Sun	22,409
Palo Alto-Redwood City Peninsula Times Tribune	64,296
Pomona Progress-Bulletin	44,262
Redding Record Searchlight	35,205
Richmond/Berkeley Independent/Gazette	46,000
Sacramento Union	110,869
Salinas Californian	24,934
San Gabriel Valley Tribune	70,138
San Joaquin Valley Triangle-Hanford Sentinel	11,360
San Joaquin Valley Triangle-Tulare Advance-Register	8,764
San Joaquin Valley Triangle-Visalia Times-Delta	20,288
San Luis Obispo Telegram-Tribune	25,522
San Mateo Times & News Leader	45,734
San Rafael Independent Journal	47,356
Santa Ana Register	244,507
Santa Monica Outlook	42,045
Thousand Oaks News Chronicle	18,666
Torrance-Redondo Beach-Hermosa Beach-Manhattan Beach/San Pedro South Bay Breeze	98,027
Vallejo/Martinez Times Herald/News Gazette	26,442
Ventura Star-Free Press	42,075
Watsonville Register-Pajaronian	12,183
Whittier News	21,493
Colorado	181,805
Colorado Springs Gazette Telegraph	78,830
Fort Collins Coloradoan	19,365
Grand Junction Sentinel	31,142
Pueblo Star-Journal & Chieftain	51,468
Connecticut	150,982
Danbury News-Times	41,805
Norwich Bulletin	39,597
Waterbury Republican	69,580
Delaware	133,578
Dover Delaware State News	29,501
Wilmington News-Journal	104,077
Florida	562,497
Boca Raton News	13,894
Bradenton Herald	29,038
Clearwater Sun	47,504
Cocoa Today	76,532
Daytona Beach News-Journal	71,128
Fort Myers News-Press	79,150
Fort Pierce News Tribune	17,370
Fort Walton Beach Playground News	21,468
Gainesville Sun	39,306
Hollywood Sun-Tattler	42,967
Key West Citizen	8,740
Lakeland Ledger	45,095
Ocala/Leesburg Star-Banner/Commercial	40,420
Panama City News-Herald	29,885
Georgia	193,895
Albany Herald	38,400
Athens Banner-Herald-News	22,212
Gainesville Times	22,415
Rome News-Tribune	21,666
Savannah News	72,792
Valdosta Times	16,410
Idaho	113,788
Idaho Falls Post-Register	26,541
Lewiston-Clarkson Tribune	25,724
Nampa-Caldwell Idaho Free Press/News-Tribune	18,481
Pocatello Idaho State Journal	21,823
Twin Falls Times-News	21,219
Illinois	668,408
Alton-East Alton-Wood River Telegraph	38,190
Aurora Beacon-News	43,785
Belleville News Democrat	45,455
Bloomington-Normal Pantagraph	50,503
Carbondale-Herrin-Murphysboro Southern Illinoisan	38,670
Centralia-Central City-Wamac Sentinel	19,221
Champaign-Urbana News-Gazette	47,788
Danville Commercial News	34,128
Decatur Herald-Review	63,372
Elgin Courier-News	38,230
Joliet Herald-News	51,898
Kankakee Journal	35,456
La Salle-Peru-Oglesby-Spring Valley News Tribune	21,061

* Latest ABC or certified circulation.

FAMILY WEEKLY CONTINUED

State/City Newspaper	Circulation*
Moline-East Moline Dispatch	36,783
Quincy Herald-Whig	33,438
Rock Island Argus	23,637
Waukegan-North Chicago News-Sun	46,793
Indiana	**417,398**
Anderson Bulletin/Herald	39,215
Bloomington-Bedford Herald-Times	41,001
Elkhart Truth	31,201
Hammond-East Chicago Times	73,700
Kokomo Tribune	30,493
Lafayette-West Lafayette Journal & Courier	37,778
Logansport Pharos-Tribune	16,597
Marion Chronicle-Tribune	26,947
Muncie Star	33,791
New Albany Ledger-Tribune	11,396
Richmond Palladium-Item	29,790
Terre Haute Tribune-Star	45,489
Iowa	**119,102**
Council Bluffs Nonpareil	20,593
Dubuque-East Dubuque Telegraph-Herald	41,856
Waterloo-Cedar Falls-Evansdale Courier	56,653
Kansas	**89,375**
Hutchinson News	47,719
Lawrence Journal-World	18,292
Leavenworth Times	10,164
Pittsburg Sun	13,200
Kentucky	**53,347**
Bowling Green News	20,928
Owensboro Messenger-Inquirer	32,419
Louisiana	**125,160**
Alexandria-Pineville Town Talk	38,201
Bogalusa News	9,554
Lafayette Advertiser	34,958
Lake Charles American Press	42,447
Maine	**86,108**
Bangor News	86,108
Maryland	**68,532**
Cumberland Times	37,518
Salisbury Times	31,014
Massachusetts	**248,338**
Brockton Enterprise & Times	60,053
Fall River Herald News	41,289
Framingham South Middlesex News	48,391
Lawrence Eagle Tribune	50,197
Lowell Sun	48,408
Michigan	**670,324**
Ann Arbor News	46,394
Battle Creek Enquirer and News	40,960
Bay City Times	43,745
Benton Harbor-St. Joseph Herald Palladium	35,258
Flint Journal	105,713
Jackson Citizen Patriot	41,540
Kalamazoo Gazette	65,615
Lansing-East Lansing State Journal	82,402
Muskegon Chronicle	47,229
Pontiac Oakland Press	71,260
Port Huron Times Herald	34,791
Saginaw News	55,417
Minnesota	**63,331**
Albert Lea Tribune	10,623
Mankato/Owatonna Free Press/People's Press	34,210
Winona News	18,498

State/City Newspaper	Circulation*
Mississippi	**190,115**
Biloxi-Gulfport Sun Herald	40,835
Columbus Commercial Dispatch	13,545
Greenville Delta Democrat-Times	17,893
Hattiesburg American	25,783
Meridian Star	25,438
Natchez Democrat	14,430
Tupelo Journal	36,316
Vicksburg Post	15,875
Missouri	**120,676**
Cape Girardeau Southeast Missourian	17,772
Columbia Tribune	20,760
Jefferson City News & Tribune	21,689
Joplin Globe	43,368
Sedalia Democrat-Capital	17,087
Montana	**106,046**
Billings Gazette	60,859
Great Falls Tribune	45,187
Nebraska	**72,945**
Beatrice Sun	11,001
Grand Island Independent	25,438
North Platte Telegraph	17,846
Scottsbluff Star-Herald	18,660
Nevada	**134,767**
Las Vegas Review-Journal	87,267
Reno Nevada State Journal	47,500
New Jersey	**656,665**
Asbury Park Press	142,200
Atlantic City Press	76,452
Camden Courier Post	124,701
New Brunswick Home News	72,182
Newton Herald	23,894
Passaic-Clifton/Dover Herald-News/Advance	79,433
Ridgewood/Paramus News/Post	25,296
Trenton Times-Advertiser	86,661
Woodbury Gloucester County Times	25,846
New Mexico	**99,792**
Carlsbad Current-Argus	8,492
Farmington Times	16,444
Gallup Independent	11,415
Hobbs News-Sun	11,482
Las Cruces Sun-News	15,528
Roswell Record	14,333
Santa Fe New Mexican	22,098
New York	**535,041**
Albany-Schenectady Knickerbocker News-Union Star	46,701
Auburn Citizen	16,865
Elmira Telegram	49,342
Jamestown Post-Journal	28,766
Niagara Falls Gazette	32,299
Poughkeepsie Journal	51,501
Saratoga Springs Saratogian	18,393
Troy Record	44,571
Utica Observer-Dispatch	55,270
Westchester/Rockland Group	191,333
North Carolina	**343,561**
Burlington Times-News	27,530
Concord Tribune	12,701
Durham Herald	58,035
Fayetteville Observer & Times	59,670
Gastonia Gazette	35,871
Goldsboro News-Argus	22,705

* Latest ABC or certified circulation.

FAMILY WEEKLY CONTINUED

State/City Newspaper	Circulation*
Greenville Reflector	15,457
High Point Enterprise	30,946
Rocky Mount Telegram	13,778
Salisbury-Spencer-East Spencer Post	24,334
Wilmington Star-News	42,534
North Dakota	67,986
Grand Forks-East Grand Forks Herald	36,690
Minot News	31,296
Ohio	586,355
Ashtabula-Conneaut-Geneva-Painesville-Geauga The Sunday Paper	46,811
Athens Messenger	16,416
Canton Repository	80,686
Coshocton Tribune	9,203
Hamilton Journal-News	28,153
Ironton Tribune	9,739
Lima News	47,225
Lorain Journal	49,435
Mansfield News-Journal	49,744
Marion Star	19,412
Martins Ferry Times Leader	25,660
Middletown Journal	26,605
Newark Advocate	23,346
Sandusky Register	26,340
Steubenville Herald Star	23,304
Warren Tribune-Chronicle	45,243
Willoughby-Mentor News-Herald	35,674
Zanesville Times Recorder	23,359
Oklahoma	90,216
Bartlesville Examiner-Enterprise	14,791
McAlester News-Capital	12,012
Muskogee Phoenix & Times Democrat	24,164
Oklahoma City Journal	39,249
Oregon	144,473
Coos Bay-North Bend World	18,150
Klamath Falls Herald & News	18,603
Medford Mail Tribune	29,601
Roseburg News-Review	18,730
Salem Statesman-Journal	59,389
Pennsylvania	514,788
Altoona Mirror	35,298
Beaver-Rochester-Ambridge County Times	47,644
Bradford Era	12,906
Chester Delaware County Times	42,557
Clearfield-Curwensville Progress	18,181
Doylestown Intelligencer	25,254
Easton-Wilson Express	52,535
Greensburg Tribune-Review	62,888
Johnstown Tribune-Democrat	43,745
Lebanon News	29,264
Norristown Times Herald	30,486
Pottstown Mercury	30,378
Scranton Times	49,423
York Record	34,229
South Carolina	126,353
Anderson Independent Mail	46,320
Florence News	32,086
Spartanburg Herald-Journal	47,947
South Dakota	70,500
Aberdeen American News	23,546
Huron Plainsman	14,084
Rapid City Journal	32,870
Tennessee	259,761
Bristol Herald-Courier	37,039
Chattanooga News-Free Press	79,448
Clarksville Leaf-Chronicle	16,565
Jackson Sun	32,443
Johnson City Press-Chronicle	28,567
Kingsport Times-News	43,074
Morristown Citizen Tribune	22,625
Texas	961,270
Amarillo News-Globe	72,942
Baytown Sun	18,500
Bryan-College Station Eagle	19,186
Corpus Christi Caller	88,738
Denton Record-Chronicle	16,208
Freeport Brazosport Facts	19,144
Galveston News	27,823
Kilgore News Herald	6,642
Laredo Times	19,802
Lubbock Avalanche Journal	79,354
Lufkin News	15,361
Midland Reporter-Telegram	24,134
Odessa American	41,995
Plainview Herald	10,379
Port Arthur News	28,144
Rio Grande Valley Group-Brownsville Herald	16,252
Rio Grande Valley Group-Harlingen Valley Star	26,782
Rio Grande Valley Group-McAllen Monitor	29,419
San Angelo Standard-Times	42,182
San Antonio Express-News	183,865
Sherman Democrat	23,356
Texarkana Gazette	35,297
Texas City Sun	12,500
Tyler Courier-Times-Telegraph	44,628
Waco Tribune-Herald	58,637
Utah	90,087
Logan Herald-Journal	12,051
Ogden Standard-Examiner	49,420
Provo Herald	28,616
Vermont	42,338
Burlington Free Press	42,338
Virginia	164,261
Charlottesville Progress	30,054
Danville Register	23,041
Lynchburg News	39,660
Martinsville Bulletin	19,500
Petersburg Progress-Index	24,193
Staunton News-Leader	19,952
Suffolk News-Herald	7,861
Washington	305,327
Aberdeen World	19,552
Auburn-Kent-Renton News-Journal	31,690
Bellevue Journal American	28,623
Bellingham Herald	24,261
Bremerton Sun	35,250
Olympia Olympian	31,168
Pasco-Kennewick-Richland Tri-City Herald	39,730
Vancouver Columbian	47,416
Walla Walla Union Bulletin	16,712
Wenatchee World	30,925
West Virginia	184,907
Beckley Post-Herald & Raleigh Register	33,838
Bluefield Telegraph	36,446
Huntington Herald-Dispatch	50,795
Morgantown Dominion Post	23,924
Parkersburg News	39,904

* Latest ABC or certified circulation.

FAMILY WEEKLY CONTINUED

State/City Newspaper	Circulation*
Wisconsin	264,822
Eau Claire Leader-Telegram	34,120
Fond Du Lac Reporter	22,671
Green Bay Press-Gazette	69,858
Kenosha News	31,991
La Crosse Tribune	35,962
Oshkosh Northwestern	29,759
Racine Journal Times	40,461
Wyoming	64,471
Casper Star-Tribune	36,939
Cheyenne Wyoming Tribune-Eagle	19,980
Rock Springs Rocket-Miner	7,552
Total 353 newspapers	12,223,751
Print order exceeds	13,200,000

* Latest ABC or certified circulation.

FAMILY WEEKLY'S PAGE/CPM RATES

(Effective January 6, 1980)

	CPM open rates ($)		CPM special sections ($)	
Circ. (000)	1 Page 4/C	1 Page B/W	1 Page 4/C	1 Page B/W
Regionally				
1,000–1,499	14.90	13.09	—	—
1,500–1,999	13.43	11.79	—	—
2,000–2,499	12.21	10.72	—	—
2,500–2,999	11.20	9.84	—	—
3,000–3,999	10.37	9.11	—	—
4,000–4,999	9.69	8.51	—	—
5,000–5,999	9.15	8.03	8.05*	7.07*
6,000–7,499	8.71	7.65	7.67*	6.73*
7,500+	8.37	7.35	7.37*	6.47*
Nationally				
12,300	6.97	6.12	5.58**	4.90**

* 12% discount, minimum circulation 5,000,000.
** 20% discount.

NEWSPAPERS CARRYING PARADE AND THEIR CIRCULATIONS—BY TARGET GROUP

TARGET GROUP #1—NORTHEAST

City/ Newspaper	3/31/80 circulation
Albany Times-Union	149,516
Allentown Call-Chronicle/Reading Eagle	256,021
Baltimore News-American	229,777
Bergen County (NJ) Sunday Record	213,799
Binghamton News/Erie Times-News	176,362
Boston Sunday Globe	710,731
Bridgeport Sunday Post	92,444
Buffalo Courier-Express	254,482
Harrisburg Sunday Patriot News	152,298
Hartford Courant	289,124
Lancaster Sunday News	132,520
Manchester NH Sunday News, New Bedford/Cape Cod Standard Times	155,110
Middletown Record/Staten Island Advance	150,384
Newark (NJ) Sunday Star Ledger	574,966
New Haven Register	140,979
Philadelphia Sunday Bulletin	529,706
Portland (ME) Sunday Telegram	115,519
Scranton Scrantonian/Wilkes-Barre Sunday Independent	107,089
Springfield (MA) Republican	142,380
Syracuse Herald-American	231,470
Washington Post	827,936
Worcester Sunday Telegram	109,760
Total 22 units	5,742,375

TARGET GROUP #2—SOUTHEAST

City/ Newspaper	3/31/80 circulation
Asheville Citizen-Times/Greenville News-Piedmont	180,459
Augusta Chronicle Herald/Charleston (SC) News & Courier	181,764
Birmingham News	217,352
Charlotte Observer	241,194
Chattanooga Times	110,000
Columbus Ledger-Enquirer/Macon Telegraph & News	156,592
Fort Lauderdale News & Sun Sentinel	201,543
Greensboro Daily News/Winston-Salem Journal & Sentinel	211,995

TARGET GROUP #2 CONTINUED

City/ Newspaper	3/31/80 circulation
Huntsville Times/Montgomery Advertiser & Alabama Journal	130,381
Jackson Clarion Ledger & News/Monroe Morning World	170,162
Jacksonville Florida Times Union & Journal	199,315
Knoxville News/Sentinel/Nashville Tennessean	405,018
Mobile/Pascagoula Press Register	120,092
Newport News/Hampton Daily Press/Roanoke Times	217,576
Norfolk Virginian-Pilot	200,680
Orlando Sentinel Star	243,704
Pensacola News-Journal/Tallahassee Democrat	130,270
Richmond Times-Dispatch	216,047
St. Petersburg Times/Tampa Tribune & Times	528,174
West Palm Beach Post-Times	141,097
Total 20 units	4,203,415

TARGET GROUP #3—SOUTH CENTRAL

City/ Newspaper	3/31/80 circulation
Albuquerque Journal/El Paso Times	219,443
Austin American-Statesman/Beaumont Enterprise-Journal	221,694
Baton Rouge Sunday Advocate	116,792
Colorado Springs Sun/Denver Rocky Mountain News	322,243
Fort Worth Star Telegram	256,664
Houston Post	394,853
Little Rock Arkansas Gazette	154,569
Oklahoma City Sunday Oklahoman	287,371
St. Joseph News Press/Springfield (MO) News & Leader/Topeka Capital-Journal	212,816
St. Louis Post-Dispatch	496,479
San Antonio Light	187,857
Shreveport Times	126,255
Tulsa World	211,152
Wichita Eagle & Beacon	174,832
Total 14 units	3,322,960

PARADE CONTINUED

TARGET GROUP #4—NORTH CENTRAL

City/ Newspaper	3/31/80 circulation
Akron Beacon Journal	218,969
Appleton (WI) Post-Crescent/Duluth News Tribune/Fargo Forum	204,052
Cedar Rapids Gazette/Davenport Quad-City Times	159,515
Charleston (WV) Gazette Mail/Springfield (OH) News-Sun	150,146
Chicago Sun-Times	700,315
Dayton Daily News	217,220
Detroit Free Press	710,018
Evansville Sunday Courier & Press	116,302
Fort Wayne Journal-Gazette	103,903
Gary (IN) Post-Tribune	88,848
Grand Rapids Press	147,360
Lexington (KY) Herald Leader	112,189
Lincoln Journal & Star/Sioux City Journal/Sioux Falls Argus-Leader	176,222
Madison Wisconsin State Journal	127,830
Peoria Journal-Star/Springfield (IL) State Journal-Register	191,791
Pittsburgh Press	659,998
Rockford Sunday Register-Star	85,367
St. Paul Sunday Pioneer Press	241,904
South Bend Tribune	125,754
Wheeling Sunday News-Register	56,785
Youngstown Vindicator	153,036
Total 21 units	4,747,524

TARGET GROUP #5—WEST

City Newspaper	3/31/80 circulation
Bakersfield Californian/Santa Barbara News-Press	130,582
Boise Idaho Statesman	73,357
Eugene Register-Guard	71,080
Fresno Bee	151,766
Honolulu Star-Bulletin & Advertiser	203,938
Las Vegas Sun	59,220
Long Beach Independent Press-Telegram	135,811
Los Angeles Valley News/Pasadena Star-News	261,012
Modesto Bee/Santa Rosa Press Democrat/Stockton Record	198,885
Oakland Tribune	180,628
Portland Sunday Oregonian	420,938
Riverside Press Enterprise/San Bernardino Sun	196,985
Sacramento Bee	233,034
Salt Lake Tribune	189,310
San Diego Union	321,792
San Jose Mercury-News	269,821
Seattle Post-Intelligencer	222,998
Spokane Spokesman-Review	124,185
Tucson Arizona Daily Star	138,266
Yakima Sunday Herald-Republic	43,437
Total 20 Units	3,627,845

PARADE'S TARGET GROUPS BY CPM

(effective October 5, 1980)

Size	Lines	Rates ($) 4/C	2/C	B/W
Full page	850	10.34	9.32	8.42
¾ page	638	8.58	7.49	6.42
7/10 page	595	8.11	7.04	6.00
⅔ page	510	7.11	6.1[illegible]	5.12
½ page	425	6.16	5.24	4.29
⅓ page	340	5.19	4.37	3.49

NEWSPAPERS CARRYING METRO SUNDAY

(Locally edited)

City/ Newspaper	3/31/80 circulation
Akron Beacon Journal	218,969
Atlanta Journal & Constitution	501,867
Baltimore Sun	374,989
Boston Globe	710,731
Buffalo Courier Express	254,482
Buffalo News	170,410
Chicago Tribune	1,146,474
Cincinnati Enquirer	293,826
Cleveland Plain Dealer	454,922
Columbus Dispatch	341,568
Dallas Morning News	353,677
Dallas Times Herald	345,736
Denver Post	351,149
Des Moines Register	390,537
Detroit Free Press	710,018

City Newspaper	3/31/80 circulation
Detroit News	827,168
Hartford Courant	289,124
Houston Chronicle	436,940
Indianapolis Star	357,694
Kansas City Star	406,467
Los Angeles Herald Examiner	302,525
Louisville Courier-Journal & Times	331,103
Memphis Commercial Appeal	282,484
Miami Herald	576,261
Milwaukee Journal	515,108
Minneapolis Tribune	597,180
New Orleans Times-Picayune	323,302
New York News (Full Run)	2,202,601
New York News (City and Suburban)	1,871,797
Omaha World-Herald	278,520

METRO SUNDAY CONTINUED

City/ Newspaper	3/31/80 circulation
Philadelphia Inquirer	837,209
Phoenix Arizona Republic	399,819
Pittsburgh Press	659,998
Providence Journal	228,306
Rochester Democrat & Chronicle	232,367
St. Louis Globe-Democrat	264,603
St. Louis Post-Dispatch	436,419
San Jose Mercury-News	269,821
Seattle Times	348,678
Syracuse Herald-American/Post-Standard	231,470
Toledo Blade	209,154
Washington Post	827,938
Washington Star	326,512
Total 42 Papers (N.Y. News Full Run)	19,618,126
Total 37 Papers	
Max. Circ. in 2-Paper Cities N.Y. News (Full Run)	17,800,847
Max. Circ. in 2-Paper Cities N.Y. News (City & Suburban)	17,470,043
Selectives:	
Los Angeles Valley News	108,576
Orlando Sentinel Star	243,704
St. Petersburg Times	288,775
Salt Lake City Tribune	189,311
Seattle Post-Intelligencer	222,998
Spokane Spokesman-Review	124,185
Tacoma News Tribune	111,071
Total 49 Papers (N.Y. News Full Run)	20,906,746

METRO SUNDAY'S RATES

(Effective January, 1980)[1]

Buys	3/31/80 circulation	Page rate ($) 4/C	B/W
49 papers—42 cities (N.Y. News full run)	20,906,746	179,709	147,605
42 papers—37 cities (N.Y. News full run)	19,618,126	168,418	138,972
37 papers—37 cities (Max. circ.—N.Y. News full run)	17,800,847	152,790	125,865
37 papers—37 cities (Max. circ.—N.Y. News C&S)	17,470,043	151,033	124,305

[1] Network rates will rise 7½–8% in 1981.

NEWSPAPERS CARRYING ALL IN STYLE

ALL in STYLE is a dual audience consumer magazine whose editorial is devoted to style in various aspects of life with emphasis on fashion, cosmetics and the home. The magazine focus is geared to those in their late 30's and up who are interested in a classic yet contemporary lifestyle.

All in STYLE is distributed monthly through Sunday newspapers to top demographic homes in 10 cities. Below are the distributing newspapers with their circulations (as of May, 1980) and rates for the fall run. The advertiser may purchase any combination of markets with a minimum two-market buy for a full page only. Simply multiply the circulation of the individual markets by the appropriate CPM: $16 for black and white page, $18 for 2-color page, and $20 for 4-color page.

Newspaper	Circulation
Atlanta Constitution	55,000
Boston Globe	100,000
Chicago Tribune	250,000
Dallas Times Herald	75,000
Detroit News	75,000
Houston Post	100,000
Los Angeles Herald Examiner	85,000
Beverly Hills Courier	30,000
Orange County Register	82,000
Valley News	33,000
Pasadena Star News	20,000
Philadelphia Inquirer	100,000
San Jose Mercury News	50,000
Washington Post	170,000
Total	1,225,000

RATES/CPM

	Page rate	CPM ($)
4/Color	19,200	15.67
2/Color	17,285	14.11
B/W	14,405	11.76

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MEDIA NETWORKS, INC.

MEDIA Networks, Inc. offers a national magazine buy on a local market basis. MNI publishes full page sections of advertising each month in preprinted units bound by the participating magazines into subscription copies on a Zip code basis. The preprinted section then reaches the local market as an integral part of the magazine that the advertiser has selected.

Following are eight networks and the magazines and markets that comprise them plus their circulations and costs. The markets are defined as the local MNI area. Circulation figures are the combined circulation of one issue of each magazine during one month. Figures are effective September, 1980. A rate increase of approximately 10% goes into effect in January 1981. For further details, contact Media Networks, Inc., 600 Third Avenue, New York, N.Y. 10016, (212) 661-4800.

NEWS NETWORK

Newsweek
Sports Illustrated
Time
U.S. News & World Report

Market	Circulation	3x page rates ($) 4/C	B/W
Akron/Canton	66,200	3,845	2,745
Albany	54,300	3,515	2,525
Albuquerque	58,494	3,515	2,525
Allentown	44,442	3,405	2,415
Amarillo	34,815	3,295	2,305
Anchorage	29,148	3,295	2,305
Asheville/Greenville/Spartanburg	46,416	3,405	2,415
Atlanta	73,366	4,945	3,515
Austin	33,298	3,295	2,305
Baltimore	53,027	3,910	2,745
Baton Rouge	31,169	3,295	2,305
Billings	48,061	3,405	2,415
Birmingham	66,135	3,845	2,745
Bismarck	36,877	3,295	2,305
Boise	42,845	3,405	2,415
Boston	118,346	5,275	3,845
Burlington	41,521	3,405	2,415
Cedar Rapids	40,945	3,405	2,415
Charlotte	54,112	3,515	2,525
Chattanooga	23,561	3,295	2,305
Cheyenne	25,190	3,295	2,305
Cincinnati	88,414	5,055	3,625
Cleveland	62,808	4,175	2,965
Colorado Springs	33,071	3,295	2,305
Columbia, SC	57,967	3,515	2,525
Columbus, OH	82,580	5,055	3,625
Dallas	85,676	5,055	3,625
Dallas/Fort Worth	128,399	7,585	5,495
Dayton	56,504	3,515	2,525
Denver	123,204	6,485	4,835
Des Moines	40,964	3,405	2,415
El Paso	29,883	3,295	2,305
Flint/Saginaw/Bay City	45,535	3,405	2,415
Fort Lauderdale/Hollywood	50,314	3,405	2,415
Fort Worth	42,723	3,405	2,415
Grand Rapids	47,493	3,405	2,415
Harrisburg/Lancaster/York	72,667	4,285	3,075
Hartford	51,878	3,845	2,745
Honolulu	69,235	3,845	2,745
Houston	88,226	5,275	3,845
Indianapolis	68,155	3,955	2,855
Jackson, MS	47,229	3,405	2,415
Jacksonville	57,648	3,515	2,525
Jacksonville/Orlando	104,618	6,155	4,395
Kansas City	85,319	5,055	3,625
Knoxville	44,717	3,405	2,415
Lansing	48,567	3,405	2,415
Las Vegas/Reno	33,296	3,295	2,305
Lexington	26,153	3,295	2,305
Little Rock	51,097	3,405	2,415
Louisville	47,467	3,405	2,415
Madison	41,999	3,405	2,415
Manchester, NH	57,741	3,515	2,525
Memphis	40,979	3,405	2,415
Miami	55,401	3,515	2,525
Miami/Fort Lauderdale/Palm Beach	140,417	7,475	5,385
Milwaukee	104,628	6,155	4,395
Minneapolis	103,974	6,155	4,395
Minneapolis/St. Paul	162,308	8,355	6,045
Mobile/Montgomery	43,761	3,405	2,415
Nashville	44,764	3,405	2,415
New Haven	62,629	3,625	2,635
New Orleans	42,457	3,405	2,415
New Orleans/Baton Rouge	73,626	4,505	3,185
Norfolk/Tidewater	48,835	3,405	2,415
Oklahoma City	58,358	3,515	2,525
Orlando	46,970	3,405	2,415
Palm Beach	34,702	3,295	2,305
Philadelphia	61,088	4,175	2,965
Phoenix	83,801	5,055	3,625
Phoenix/Tucson	120,746	6,375	4,725
Pittsburgh	75,155	5,055	3,625
Portland, ME	59,146	3,515	2,525
Portland, OR	94,026	5,495	3,955
Providence	53,889	3,515	2,525
Raleigh/Durham	58,511	3,515	2,525
Richmond	44,748	3,405	2,415
Roanoke	46,623	3,405	2,415
Rochester	26,406	3,295	2,305
Sacramento	67,309	3,845	2,745
St. Louis	72,577	4,615	3,295
St. Paul	58,334	3,515	2,525
Salt Lake City	51,454	3,515	2,525
San Antonio	47,997	3,405	2,415
San Bernadino/Riverside/Palm Springs	47,110	3,405	2,415
San Diego	112,367	6,155	4,505
Scranton/Wilkes Barre	51,300	3,515	2,525
Seattle	78,543	4,945	3,515
Spokane	42,252	3,405	2,415
Springfield, MA	49,438	3,405	2,415
Syracuse	45,915	3,405	2,415
Tampa/St. Petersburg	65,915	4,615	3,295

NEWS NETWORK CONTINUED

Market	Circulation	3x page rates ($) 4/C	B/W
Toledo	46,983	3,405	2,415
Tulsa	42,844	3,405	2,415
Tulsa/Oklahoma	101,202	6,155	4,395
Tucson	36,945	3,295	2,305
Wichita	44,723	3,405	2,415
Wilmington	37,923	3,295	2,305
Winston-Salem/Greensboro	43,778	3,405	2,415
Worcester	36,371	3,295	2,305
Youngstown	33,659	3,295	2,305

EXECUTIVE NETWORK

Business Week
Dun's Review
Nation's Business
U.S. News & World Report

Market	Circulation	3x page rates ($)
Chicago	145,446	6,815
Los Angeles	185,707	8,135
New York	218,895	9,565
San Francisco	122,838	5,495

BUSINESS NETWORK

Business Week
Dun's Review
Money
Nation's Business
Newsweek
Sports Illustrated
Time
U.S. News & World Report

Market	Circulation	3x page rates ($)
Atlanta	144,941	6,485
Baltimore	134,348	6,045
Boston	224,449	8,795
Buffalo	86,501	4,725
Chicago	251,146	10,445
Cleveland	148,273	6,485
Columbus	103,250	5,055
Dallas/Fort Worth	171,062	7,365
Denver	153,623	6,595
Detroit	186,526	7,695
Hartford	80,249	4,615
Houston	184,282	7,695
Indianapolis	86,675	4,725
Los Angeles	278,667	10,775
Miami/Fort Lauderdale/Palm Beach	182,555	7,585
Minneapolis/St. Paul	203,231	8,465
New York	326,895	12,095
Philadelphia	233,982	8,795
Phoenix/Tucson (new)	155,000	6,595
Pittsburgh	180,530	7,695
Rochester	77,614	4,285
San Francisco	168,088	7,255
St. Louis	149,233	6,485
San Diego	135,258	6,375
Seattle	152,110	6,595
Tampa/St. Petersburg	137,747	6,485
Tulsa/Oklahoma City	135,228	6,375
Washington, DC/MD	220,593	8,465

MEN'S NETWORK

Gentleman's Quarterly
Playboy
Sports Illustrated

Market	Circulation	3x page rates ($) 4/C	B/W
Atlanta	54,555	3,135	2,255
Baltimore	49,428	3,105	2,200
Boston	58,423	3,105	2,255
Chicago	245,000	8,615	5,425
Cincinnati	39,915	3,020	2,145
Cleveland	50,262	3,025	2,145
Dallas/Fort Worth	74,275	3,490	2,490
Denver	67,284	3,335	2,425
Detroit	104,947	4,140	2,955
Houston	78,497	3,495	2,495
Indianapolis	49,891	3,105	2,205
Jacksonville	26,790	3,060	2,170
Kansas City	43,467	3,120	2,215
Los Angeles	458,100	12,900	8,210
Miami/Fort Lauderdale/Palm Beach	63,997	3,190	2,320
Minneapolis/St. Paul	67,130	3,255	2,370
New Orleans	38,630	3,090	2,185
New York	505,000	14,590	9,320
Philadelphia	102,205	4,190	2,990
Phoenix/Tucson	51,882	3,095	2,195
Pittsburgh	70,597	3,480	2,485
Portland, OR	44,464	3,150	2,235
Rochester	24,618	3,055	2,170
San Antonio	21,217	3,050	2,165
San Francisco	286,000	9,910	6,215
St. Louis	59,707	3,185	2,290
Seattle	57,652	3,195	2,295
Tampa/St. Petersburg	45,762	3,015	2,140
Washington, DC	99,256	4,080	2,915

SUBURBAN NETWORK

Newsweek
Sports Illustrated
Time
U.S. News & World Report

Market	Circulation	3x page rates ($) 4/C	B/W
Boston			
Boston North	59,544	3,625	2,635
Boston South	46,536	3,405	2,415
Boston West	23,228	3,295	2,305
Chicago			
Chicago North	104,632	6,155	4,395
Chicago South	46,408	3,405	2,415
Chicago Southwest	38,057	3,405	2,415
Chicago West	63,642	3,625	2,635
Detroit			
Ann Arbor/Dearborn	54,237	3,845	2,745
Detroit Northwest	93,940	5,495	3,955
Los Angeles			
Beverly Hills	76,454	4,615	3,295
Long Beach	78,104	4,615	3,295
Orange County	99,206	5,715	4,065
Pasadena/Glendale	45,206	3,405	2,415
San Fernando Valley	80,663	4,725	3,405
San Gabriel Valley	52,817	3,515	2,525
Santa Barbara	47,682	3,405	2,415

SUBURBAN NETWORK CONTINUED

Market	Circulation	3x page rates ($) 4/C	B/W
New York			
Bergen/Passaic	79,759	4,945	3,515
Essex County	111,533	6,045	4,295
Fairfield County	65,325	3,845	2,745
Mercer County	26,882	3,295	2,305
Middlesex/Somerset	42,079	3,405	2,415
Monmouth/Ocean	40,891	3,405	2,415
Morris/Warren	46,003	3,405	2,415
Nassau County	89,399	5,385	3,845
Suffolk/Eastern Nassau	86,563	5,055	3,625
Westchester County	91,730	5,495	3,955
Philadelphia			
Camden/Cherry Hill	55,386	3,515	2,525
Philadelphia Northwest	61,470	3,515	2,525
Philadelphia Mainline	67,355	4,285	3,075
San Diego			
San Diego County	55,676	3,515	2,525
San Francisco			
Contra Costa	61,488	4,175	2,965
Marin/Sonoma	41,491	3,405	2,415
San Jose/Santa Clara	65,959	3,845	2,745
San Mateo/Palo Alto	73,023	4,285	3,075
Washington, DC			
Baltimore Suburban	42,153	3,405	2,415
Northern Virginia	113,016	6,485	4,615
Rockville/Silver	63,742	4,175	2,965

HOME NETWORK

Better Homes and Gardens
House Beautiful
House & Garden

Market	Circulation	3x page rates ($)
Atlanta	73,672	2,964
Baltimore	110,180	3,845
Boston	91,015	3,295
Charlotte	121,989	4,175
Chicago	111,832	4,065
Cincinnati	82,814	2,965
Cleveland	84,973	3,295
Dallas/Fort Worth	82,219	3,295
Dayton	56,238	2,415
Denver	59,472	2,525
Detroit	136,845	4,725
Honolulu	56,638	2,415
Houston	65,909	3,075
Indianapolis	45,818	2,415

HOME NETWORK CONTINUED

Market	Circulation	3x page rates ($)
Kansas City	74,528	2,855
Los Angeles	169,584	5,715
Louisville	70,780	2,855
Memphis	64,800	2,745
Miami/Fort Lauderdale/Palm Beach	141,215	4,505
Minneapolis/St. Paul	92,003	3,405
New Orleans	77,397	2,855
New York	245,968	7,475
Philadelphia	93,252	3,405
Phoenix	101,481	3,625
Pittsburgh	64,432	2,635
Portland, OR	110,934	3,845
Rochester	53,349	2,415
San Diego	95,316	3,515
San Francisco	131,198	4,505
Seattle	89,637	3,185
St. Louis	100,997	3,625
Tampa/St. Petersburg/Lakeland	100,519	3,515
Washington, DC	115,888	4,065

CITY NETWORK

Newsweek
Sports Illustrated
Time

Market	Circulation	3x page rates ($) 4/C	B/W
City of Los Angeles	92,960	5,495	4,065
City of San Francisco	45,250	3,405	2,415
City of Chicago	105,700	6,485	4,615
City of New York	319,085	18,255	13,085
Brooklyn	85,524	5,055	3,625
Bronx	38,713	3,405	2,415
Manhattan	108,000	6,595	4,725
Queens	86,848	5,055	3,625

MILITARY NETWORK

Market	Circulation	3x page rates ($) 4/C	B/W
Mens European & Pacific	119,521	7,255	5,165
Womens European & Pacific	79,754	4,395	3,185
Penthouse Military	65,083	5,055	3,625
Reader's Digest Military	50,167	2,915	2,085

4 fact-full Encyclomedias

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The 1979 Ad Dollar Summary

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- Expenditures for more than 24,000 brands—listed in alphabetical order with parent company identification and product used.

PLUS

- The top 1000 companies with Ad Dollars listed by media.
- The top 10 brands in each of 243 product categories in the directory format.

A complete summary of Ad Dollars from the PIB Service, LNA/Broadcast Service, LNA Outdoor. The official industry figures provided by MPA, TVB, RAB, OAAA used by every major advertiser and their advertising agencies.

Know thy Competition

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Subscription Dept.
P.O. Box 525
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☐ Enclosed check, m.o. ☐ Bill me

☐ Send further information
Write/Call LNA—515 Madison Ave.—NYC 10022 (212) 888-1940

Signed

Name & Title

Company

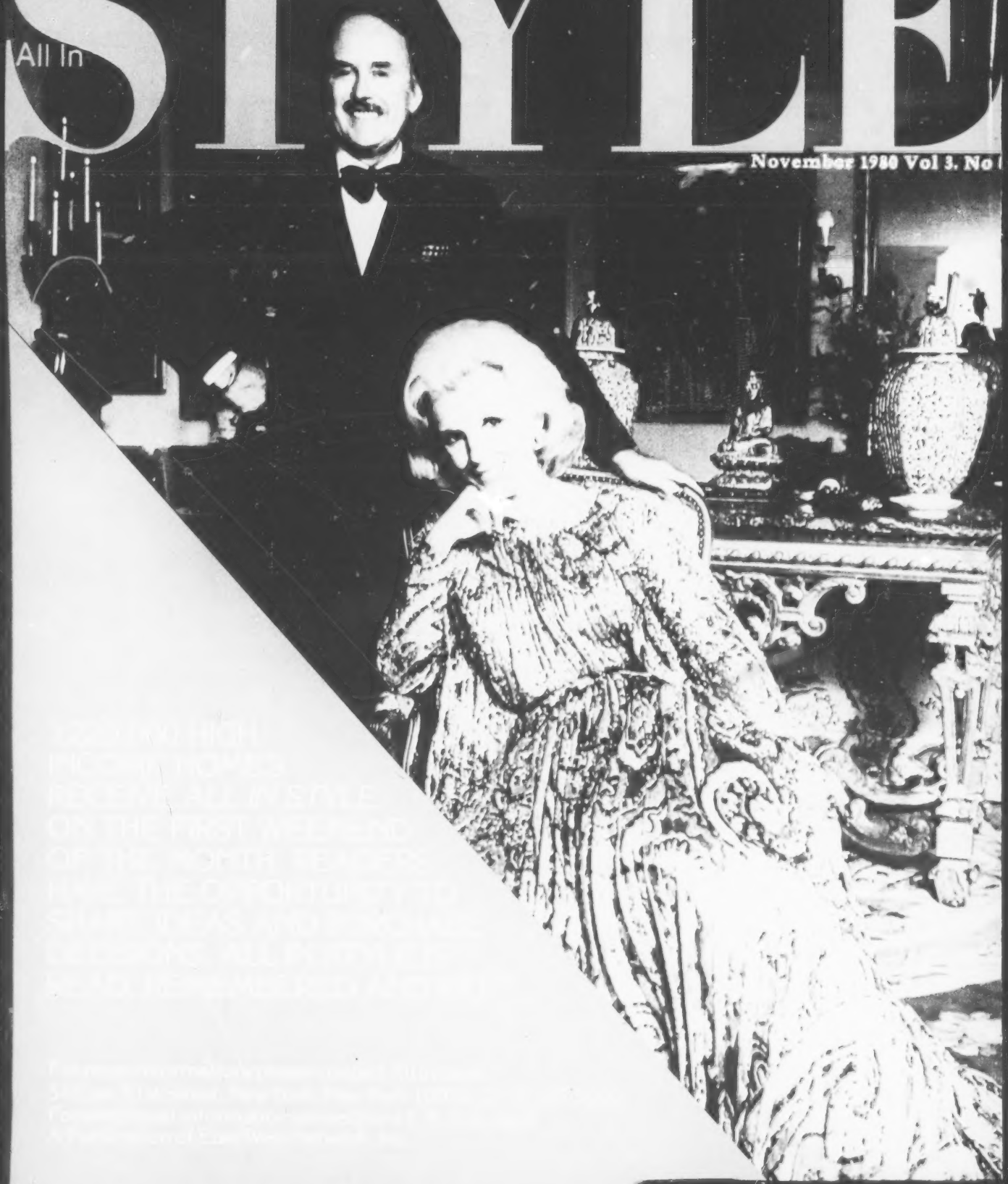
Street & No.

City State Zip

All In

STYLE

November 1980 Vol 3. No



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SECTION

7

SERVICES AND ASSOCIATIONS

Need to know where to go for more information about magazines, their audiences and the advertising opportunities they offer? Here is an updated listing of the many services and associations available to help the magazine advertiser. We include advertising associations, magazine associations, audit firms, computer services, audience and subscriber research firms and others.

SERVICES AND ASSOCIATIONS

ASSOCIATIONS

Advertising Research Foundation
3 East 54 St.
New York, NY 10022
(212) 751-5656
Hilda Stewart, research associate, magazines

The Advertising Research Foundation (ARF) is a non-profit organization formed to advance the discipline, practice and professional standards of advertising research. It is supported by over 350 member organizations, consisting of advertisers, agencies, and media as well as associations, research firms and universities.

American Association of Advertising Agencies
200 Park Ave.
New York, NY 10017
(212) 682-2500
Gloria Lanza, director of media services

1899 L St. NW
Washington, DC 20036
(202) 331-7345

8500 Wilshire Boulevard
Beverly Hills, CA 90211
(213) 657-3711

AAAA was founded in 1917 and now has 500 member agencies representing approximately 75% of all U.S. advertising placed. Main objects are to foster and improve the advertising business, advance the cause of advertising and provide services to members.

Association of National Advertisers
155 East 44 St.
New York, NY 10017
(212) 697-5950
Anthon Lunt, admin. secty.

ANA's Magazine Advertising Committee works closely with the AAAA and MPA in developing practices and working relationships to enhance the value of magazines as an advertising medium. Representing some 450 corporations which comprise 75% of national ad dollars spent in the U.S., ANA's major objectives are to improve audience measurement methods, to reduce the appearance of clutter in regional and demographic editions and improve the merchandisability of magazines among sales forces and retailers. The 18-member Magazine Advertising Committee is chaired by Thomas H. Castle, vice president-advertising and sales promotion, Cannon Mills.

Association of Publisher's Representatives
850 Third Ave.
New York, NY 10022
(212) 421-6900
Bruce S. Herlitz, exec. secretary

The Association of Publishers Representatives is a world-wide, non-profit organization which seeks to maintain high standards and improve the effectiveness of magazine advertising sales. APR has 250 members who are independent business persons with broad and varied experience in the sales of advertising space and related advertising problems. The association works with magazines of all types and sizes. A directory of members is available upon request.

City & Regional Magazine Association
675 Third Ave., Ste. 420
New York, NY 10017
(212) 986-1906
C.W. McDowell, exec. dir.

The CRMA serves as a channel of communication between city and regional consumer magazines, acts as an information center and coordinates common research projects. The CRMA has three primary objectives: to promote the mutual interests and growth of its members, to gain an assertive presence in the marketplace and to increase its members share of national advertising. Its activities include the distribution of newsletters and other information of importance to members; development of a political action program focusing on such issues as postage regulation and copyright laws; creation of press materials needed to develop media and advertiser awareness of city and regional magazines; management conferences, workshops and exhibitions; and a central information and research bureau serving advertisers and the community at large.

Magazine Publishers Association
575 Lexington Ave.
New York, NY 10022
(212) 752-0055
Kent Rhodes, president
Constantine Kazanas, sr. vp/marketing development
Marvin M. Gropp, research dir.
William H. Paul, communications director

1629 K St., N.W.
Washington, DC 20006
(202) 296-7277
Chapin Carpenter, Jr., vp/government relations

The Magazine Publishers Association represents the interests of 180 domestic publisher members publishing 678 magazine titles and 20 international publisher companies representing 202 titles. Founded in 1919, MPA maintains ongoing research and promotion services in support of the magazine medium. Its activities are directed by member committees and implemented by MPA staff, and are available to advertisers and agencies as well as member publishers. Among the services offered by MPA are presentations designed to provide specific media information in advertising product categories. Target account presentations can be developed for specific advertisers on request. MPA makes available ongoing studies of media involvement, analyzing data by demographic breaks to reflect varying media use patterns. Its publications include three newsletters covering research, circulation and advertising, a Washington Letter and Marketing Action Report for MPA members. Also available to advertisers and agencies are computer analyses of media exposure based on SMRB's Media Imperatives concept that can be put together into actual media schedules for specific brands. MPA's Information

Center contains current and historical information, including circulation, advertising and statistical data.

Magazines Canada
(The Magazine Association of Canada)
Suite 300, 1240 Bay St.
Toronto, Ontario M5R 2A7
(416) 922-3181
John S. Crosbie, president
Jo Marney, research director
Al Zikovitz, director of ad sales

Magazines Canada (the Magazine Association of Canada) was founded in 1948 as the Magazine Advertising Bureau. It is an organization devoted to the interests of Canadian-published consumer magazines supported by 24 magazines which, collectively, represent over 90% of all the measured advertising revenue obtained by consumer magazines in Canada.

Its objectives include increasing the consumer magazine share of total advertising expenditures by promoting the benefits of using the medium to advertisers and their agencies and obtaining and disseminating relevant information. It also provides other services designed to improve the efficiencies of publication.

Magazines Canada also operates the Magazine Advertising Summary Service (see Advertising Volume Measurement, below).

ADVERTISING VOLUME MEASUREMENT

Leading National Advertisers
515 Madison Ave.
New York, NY 10022
(212) 888-1940

Leading National Advertisers offers the magazine advertiser or its agency a number of magazine-based expenditure services, including: *Magazine Analysis Service*—a monthly analysis of PIB (Publishers Information Bureau) member publications, showing ad-page volume and dollar revenue. *Regional Advertising Service*—a monthly analysis of regional advertising activity and dollars in selected PIB publications. *Multi-Media Reports Service*—quarterly reports covering magazines, newspaper supps, network and spot tv, network radio and outdoor. (BAR—Broadcast Advertisers Reports furnishes the broadcast data.) There are three types of reports: by company, by product class and by brand name.

Publishers Information Bureau
575 Lexington Ave.
New York, NY 10022
(212) 752-0055

Publishers Information Bureau reports space and revenue data about general magazine advertising. PIB reports are issued monthly and are cumulative for each year. All display advertising carried by approximately 100 general magazines and three Sunday newspaper supplements are reported in detail by company and product, giving space size, characteristics, and the one-time rate applicable for each ad. Monthly PIB summary reports are also issued, showing the advertising pages and dollar volume carried by each magazine, in total and for approximately 250 product groupings. Leading National Advertisers prepares the reports for PIB.

Magazine Advertising Summary Service
Suite 300, 1240 Bay St.
Toronto, Ontario M5R 2A7
(416) 922-3181

Magazine Advertising Summary Service (MASS) reports space and revenue data for the major Canadian-published magazines. Summary reports are issued monthly and detailed reports twice a year. A division of Magazines Canada.

CIRCULATION AUDITORS

Audit Bureau of Circulations
900 N. Meacham Road
Schaumburg, IL 60195
(312) 885-0910

420 Lexington Ave.
New York, NY 10017
(212) 867-8992

Verifies and reports on the circulations of its publisher members. Provides these data on over 450 consumer, farm and business publications and on 95% of all daily and Sunday newspapers in the U.S. and Canada through semi-annual Publisher's Statements, annual Audit Reports, semi-annual Fas-Fax reports, customized county-unit data bank reports and computer card decks. ABC is a non-profit, self-regulatory association of 4,800 publishers, advertisers and agencies.

Business Publications Audit of Circulation, Inc.
360 Park Ave. So.
New York, NY 10010
(212) 532-6880

35 East Wacker Drive
Chicago, IL 60601
(312) 263-4346

BPA audits paid, controlled or any combination of paid and controlled circulations for business magazines and professional journals. The BPA Selected Market Audit Division audits circulation of magazines directed to specialized markets; its Exposition Audit Division audits the registered attendance of expositions and trade shows. BPA is an international, independent, non-profit corporation of advertisers, agencies and business and special market publications.

Verified Audit Circulation
1413 Seventh St.
Santa Monica, CA 90401
(213) 451-8191

Audits paid, controlled and bulk distribution circulation for newspapers and magazines. Issues semi-annual Publisher's Statements, an annual Audit Report and offers market research study which verifies both receivership and readership of the publication and supplies the client with demographic information.

Canadian Circulation Audit Board
44 Eglinton Ave., W
Toronto, Ontario M4R 1A1
(416) 487-2418

Verifies and reports on the circulations of its publisher members and attendance of trade show members. Provides these data through semi-annual publishers' statements. CCAB is a non-profit, tri-partite association of 500 advertisers, advertising agencies, publishers and trade shows.

CLIPPINGS & CHECKING

Advertising Checking Bureau
Two Park Ave.
New York, NY 10016
(212) 685-7300

ACB provides a checking and clipping service covering, on a regular basis, approximately 90 magazines; others can be added by special arrangement. Checking can be ordered for one brand, a company or a product classification; clippings can be furnished for all ads or on an unduplicated basis. Written reports can be ordered which show space, pages, specifications and dollar value of space, or any detail the customer requests. This service can also be supplied for competitive advertising.

COMPUTER SERVICES

Donovan Data Systems, Inc.
666 Fifth Ave.
New York, NY 10019
(212) 586-0055

DDS offers print media advertisers and their agencies a service called the *Printpak System.* It is a single-data base, on-line real time computer system that augments and assists the agency's media, traffic and accounting departments. Following are some of the functions it performs: produces contract and schedule for publication, produces insertion orders, produces estimates of the schedule and the necessary recaps, produces monthly billing with adjustments (make goods, rebates, short rates), authorizes payment (writes checks on the agency's account), produces financial recaps.

Interactive Market Systems, Inc.
19 W. 44 St.
New York, NY 10036
(212) 869-8810

Offers complete on-line advertising, media and marketing computer services. On-line systems are used to analyze syndicated and proprietary research data from the U.S., Canada, and Europe, including Simmons, TGI, MMI, TTI, ARB, Nielsen, Starch, BAR, Purchase Influence, PMB, BMRB, NRS, PES, etc. Systems are used to develop market and media: cross tabulations; cost efficiencies; reach and frequency analysis (both formula and simulation models); optimizations; imperatives and comparatives; audience analyses of special editions; groups and network analysis; statistical analysis; and local, national and international campaigns. IMS provides simulation services. They offer design and maintenance of custom systems and reports for media planning and selling.

IMS/Marketronics, Inc.
19 W. 44 St.
New York, NY 10036
(212) 869-8810

IMS/Marketronics provides a computer service for marketing and media research decision-makers, offering a wide variety of on-line information services including the ability to access most of the syndicated research data services for print, television and outdoor. Programs generate recommended media schedules and analyses, as well as custom system development.

Telmar Media Systems, Inc.
90 Park Ave.
New York, NY 10016
(212) 949-4640

Telmar Media Systems offers a wide range of services covering most major media and spot television and radio housekeeping systems. All current syndicated media research for magazines, plus many historical studies are available on-line. Among those systems useful to the Magazine advertiser are: *Intermedia planning*—evaluates the reach/frequency of multi-media schedules including magazines, tv, radio, newspaper and outdoor. Estimates duplication between media when none is available. *National/local geographic allocation*—assists in the determination and fulfillment of an advertiser's geographical media requirements; accommodates network and spot tv and consumer magazines on either a dollar or impression basis. *Customized CPM reports*—audience analysis reports including CPM, composition, coverage, turnover, etc., by either net or gross audience. *Reach/frequency analysis* for respondent data (Simmons, TGI, MRI, PMB, etc.)—multiple schedules against user-entered or stored target definitions, produces tables of reach/frequency analysis for combinations of vehicles. *Media Timing—Tempo* provides dynamic media analysis by examining vehicles & schedules on a week-to-week and campaign period basis. Provides reach, frequency, cost efficiencies and gross rating points in table and graphic formats. *Optimization & computer generated schedules* allowing use of reach/frequency goals, media weights, target weights, package and "must" buys.

COPY TESTING

ASI Market Research
1370 Avenue of the Americas
New York, NY 10019
(212) 541-5110

ASI Market Research, Inc. offers a pretesting measurement service to gauge the effectiveness of magazine advertising. It involves the "tipping in" of an ad in an advance issue of a magazine in such a way that the test ad appears to be actually running in the issue. The issue is placed in the hands of respondents (minimum sample—300) in advance of the on-sale date in several major cities. Two interviews are involved: a placement and a callback.

Gallup & Robinson, Inc.
Research Park
Princeton, NJ 08540
(609) 924-3400

Gallup & Robinson offers syndicted and custom research on advertising effectiveness in television, print and radio. Using normal-environment methodology, the Pre-testing and Post-testing systems are integrated to yield measurements of 24-hour recall, idea communication and persuasion, as well as diagnostics and guidance on executional and media factors. A wide variety of norms are available for product/service and corporate advertising. G&R options include attitude change, competitive performance data and customized marketing research on attitudes, awareness, tracking, etc.

Introducing THE MEDIA CALCULATOR℠ by TELMAR and DM SYSTEMS. A low cost, portable system which will evaluate your Radio, TV, Newspaper and Media-Mix schedules in seven seconds or less!

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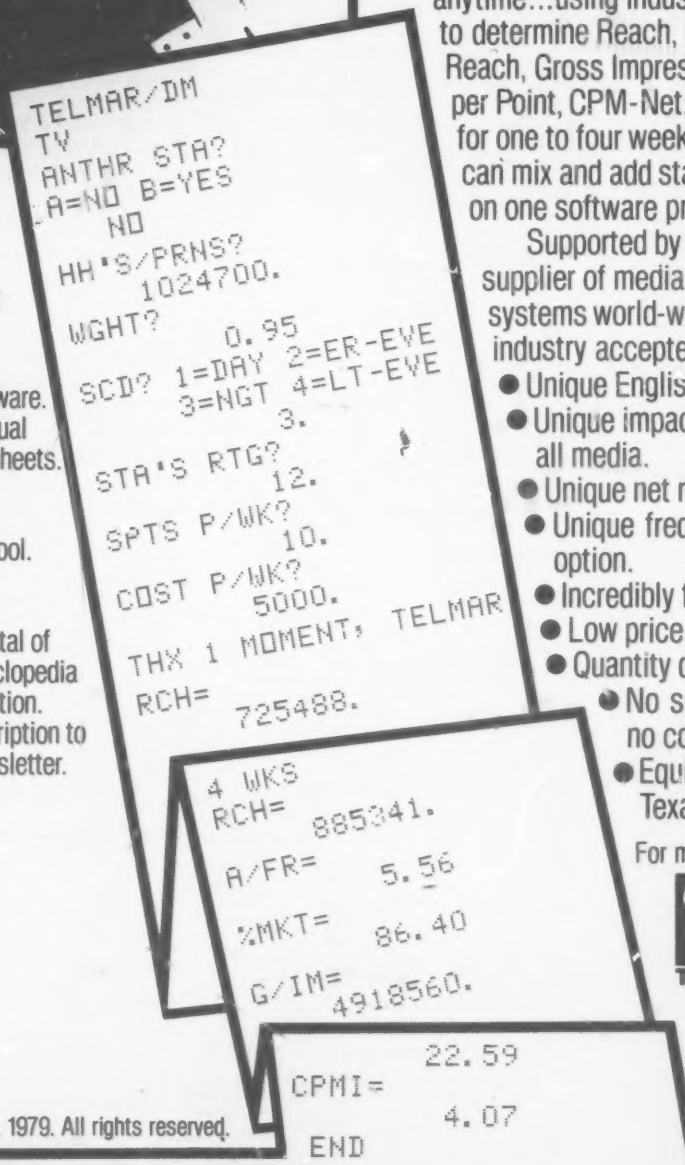

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800-835-2246
In New York,
212-949-4640
Or write:

Media Calculator Division
Telmar Group Inc.
90 Park Avenue
New York, NY 10016

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Harvey Research Organization, Inc.
Temple Building
Rochester, NY 10017
(716) 232-4268

Harvey Research offers the *Communication Measurement Service*, a personal interview-aided recall service which develops both quantitative and qualitative information for the magazine advertiser. The 100 interviews which form the basis of each report are drawn from the subscription list of the magazine being studied. Three measurements are recorded: recall seeing, recall reading, and verbatim comments.

EDITORIAL MEASUREMENT

R. Russell Hall Co.
544 Old Post Rd. #3
Greenwich, CT 06830
(203) 661-0190

R. Russell Hall Co. has been publishing "Magazine Editorial Reports" on a monthly basis for 43 years. The reports analyze the editorial content of about 50 consumer magazines, classifying the editorial content by subject matter and showing the data in terms of lines, pages and percentage of total editorial content for each magazine for each month and year-to-date. Also shown is the ratio of total editorial to total content. Special analyses of total or partial editorial content for magazine or newspaper publishers are made on special assignment.

RESEARCH SERVICES

Don Bowdren Associates
32 High Ridge Rd.
Huntington, CT 06484
(203) 929-1300

Don Bowdren Associates specializes in magazine research. The originator of Principal Readers and Prime Readers of Selective Magazines, Bowdren conducts studies among subscriber and single copy buyers' households. The firm also conducts total primary audience studies for special interest publications and has completed the 12-publication CRMA study.

Chilton Research Services
One Chilton Way
Radnor, PA 19089
(215) 687-8200

Produces a number of studies for the Audit Bureau of Circulations. Specializes in custom design marketing and audience research studies.

Erdos and Morgan, Inc.
114 Fifth Ave.
New York, NY 10011
(212) 691-3150

Erdos and Morgan, a custom research specialist, has been involved with magazine readership studies, such as the annual *Comparable Profile Measurement* (see Section 4, Magazine Audiences). This study was designed to provide comparable data about subscribers and subscriber households by means of a mail survey of 2,000 individual subscribers. Company can conduct any type of mail survey.

Frank Magid Associates
1 Research Center
Marion, IA 52302
(319) 377-7345

Customized marketing research and consultation services specializing in demographic and psychographic attitudinal research for editorial, design and advertising product development. Also conducts feasibility studies related to market expansion or redefinition, as well as product distribution planning.

Mediamark Research Inc.
341 Madison Ave.
New York, NY 10017
(212) 599-0444

Mediamark Research measures the audience of approximately 160 magazine titles. Annual fieldwork is conducted by Chilton Research Services, Inc., and in 1980 consisted of nearly 30,000 personal interviews (in tab). The methodology employed is the recent reading technique, utilizing a uniform logo card-sorting procedure. In addition to demographics, total audience and qualitative measures for magazines, exposure to newspapers, radio and television were reported. For half the sample, extensive product data were also collected and reported. MRI is available on subscription to magazines, agencies and advertisers. The full respondent database is available on line.

Monroe Mendelsohn Research
352 Park Ave. S.
New York, NY 10010
(212) 684-6350

Provides custom designed research to solve a variety of marketing problems. Its staff, both consumer and trade oriented, offers concept/product testing, tracking and segmentation studies. Issues Survey of Adults and Markets of Affluence (see Section 4, Magazine Audiences), syndicated survey of magazine readership among U.S. adults in households with annual incomes of $40,000 or more. Also offers advertising and media research, plus a syndicated survey of the college market.

Opinion Research Corp.
N. Harrison St.
Princeton, NJ 08540
(609) 924-5900

Opinion Research Corp. provides a spectrum of custom advertising and media research services—developmental research, copy tests, on-air tests, advertising readership, pre/post tests, and campaign effectiveness. These are available for all media: print, TV, radio, outdoor, and point-of-purchase. ORC also conducts studies that may be used to substantiate advertising claims, and carries out readership and related media studies. ORC offers the Caravan Surveys—regularly scheduled omnibus studies which cover the general public (six times a year) and corporate executives (quarterly).

Print Measurement Bureau
11 Yorkville Ave., Suite 502
Toronto, Ontario M4W 1L3
(416) 961-3205

Print Measurement Bureau (PMB) is a non-profit tripartite industry organisation supported by publishers, advertisers and advertising agencies, founded in 1971 to provide standardised measurements of the readership of Canadian consumer magazines. The third study, PMB III,

released in October 1980, contains information on the average issue readership and reading frequency for 46 magazines. In addition to demographics and qualitative information, exposure to newspapers and broadcast media is collected through personal interviews employing a 'skeletonised' issue Through-the-Book technique. Through means of a self-completion questionnaire, data are collected on respondents' possession and use of over 600 products and services. The personal sample for PMB III was 12,190 individuals aged 12 and over. Data are available to subscribing members in published volumes and on microfiche, and computer access is available through Harris Media Services, Interactive Market Systems and Telmar Communications of Canada.

RMH Research Inc.
39-40 Route 4 East
Fair Lawn, NJ 07410
(201) 797-9600

Conducts custom readership, advertising, new product, promotion and circulation studies—including cover and concept testing. Designs for national or regional books, general or specialized, and new or established publications. Also has research experience with more than 75 U.S. newspapers.

Scarborough Research Corp.
10 E. 40th St.
New York, NY 10016
(212) 889-5290

Conducts magazine audience research studies correlating readership with demographics, retail store shopping, product use and ownership. Also measures TV, radio and newspaper audience comparability with other media. In addition, performs custom research against magazine subscription lists or total population sample bases.

Simmons Market Research Bureau
219 E. 42 St.
New York, NY 10017
(212) 867-1414

SMRB produces the Study of Media and Markets, which is an on-going measurement of magazine, newspaper and supplement reading, radio listening, TV viewing, and outdoor exposure. Also measured are consumption rates and brand preference of more than 500 categories of packaged goods, durable goods and services. Media audiences and product users are each related to the other and to demographic characteristics. All data are available in published volumes and on computer tape.

Starch INRA Hooper, Inc.
566 E. Boston Post Rd.
Mamaroneck, NY 10543
(914) 698-0800

Starch INRA Hooper Ad Readership Service measures the performance of about 1,000 issues of 100 consumer, general, and business publications. A readership report consists of a labeled copy of the magazine showing Ad-as-a-Whole and component parts (headline, illustration, copy) readership for all ads studied in the issue. Three scores are developed: Noted, Associated and Read Most. In addition, the service includes tabular sheets summarizing the readership of each ad in terms of the three measurements and in comparison with other ads in a product category. Other Starch services include Hitchhike Questions, Impression Studies, Adnorms Report, General Magazine Ad-Files. In addition, Starch recently published a new Primary Readership Study covering major consumer publications and introduced a new magazine subscriber audience measurement service (PEP).

Trendex Inc.
15 Riverside Ave
Westport, CT 06880
(203) 227-0851, (212) 682-1182

Trendex specializes in telephone interviewing, mail surveys and on-site demonstrations. Custom surveys, cooperative research and syndicated reports are all available. Syndicated reports on a wide range of consumer goods are available by single copy or by subscription. Trendex employs its own trained field staff.

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342 Madison Avenue, N.Y. 10017

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☐ Payment enclosed (save 5% — $54.15)
☐ Bill me

company name
name
address
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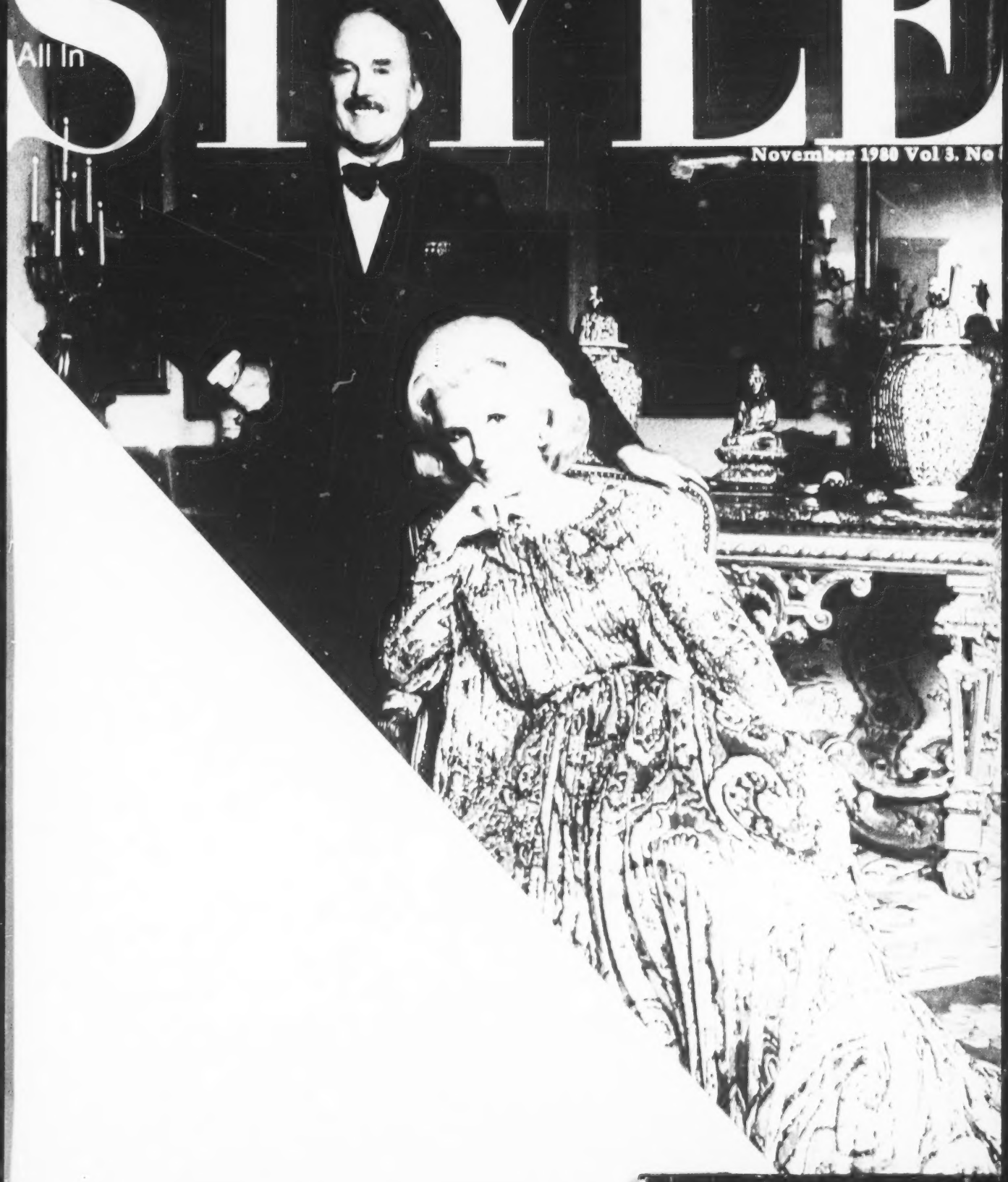
All In

STYLE

November 1980 Vol 3. No



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SECTION 8

GLOSSARY

GLOSSARY OF MAGAZINE ADVERTISING TERMS

A must for the beginner as well as a refresher for the experienced, the glossary that follows consists of pertinent definitions of commonly used terms related to magazine advertising planning, research and space buying.

The primary source used was the Ayer Glossary of Advertising and Related Terms (second edition), published by N. W. Ayer ABH International, copyright 1977 by Ayer Press, 210 West Washington Sq., Philadelphia, PA 19106, priced at $9.95. Also used was the Glossary of Arbitron Terms.

The editors have tried to include all of the most oft-used terms, but there is always the possibility that some term or other has been overlooked. The definitions themselves were sometimes modified for brevity.

A

A/B split—A two-way copy split by which different advertisements appear in alternate copies of the same issue of a magazine. Used as an advertising copy/response testing technique.

Account executive—The person in an advertising agency primarily responsible for interpreting the client's needs to the agency and the agency's ideas and solutions to the client.

Accumulated audience—See **Cumulative audience.**

Accumulated households—The total number of different households reached by a given publication over a specified period of time.

ADI (Area of Dominant Influence)—Arbitron's geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Each area consists of all counties in which the Home Market Stations hold a dominance of total quarter hours viewed. Every county in the U.S. (excluding Alaska and Hawaii) is allocated exclusively to one ADI. Originally a TV-area concept, it is now being used by other media. The concept is similar to Nielsen's DMA.

Adnorms—A report of broad readership averages of specific advertisements in certain magazines, which provides a basis for comparison and evaluation of the readership of individual campaigns and advertisements.

Advance proof—A rough proof supplied in advance, before going to press.

Apperception—That which a reader anticipates or expects to find in an advertisement or publication, based upon previous experience.

APX—See **Average page exposure.**

Area of Dominant Influence—See **ADI.**

Audience accumulation—The addition of new audiences to the total reach of a medium with successive issues.

Audience characteristics—The objective traits of those people who have been exposed to a publication. The traits may include age, sex, life-style, educational background and economic status. Sometimes referred to as audience composition, audience profile, demographic characteristics, demographics, or profile.

Audience composition—A statement of the audience in terms of such physical characteristics as age, sex, race, location, etc. Sometimes called audience characteristics. Audience profile, demographic characteristics, demographics, or profile.

Audience duplication—The number of homes or readers exposed more than once to the same message through various media or repeatedly through the same medium over a measured period.

Audience profile—See **Audience characteristics, Audience composition, Demographics.**

Average exposure—The average number of times the accumulated audience has been exposed to several issues of the same or different publications.

Average net paid circulation—The average number of paid copies of a publication circulated during a previous six-month period of time. ("Net paid" is gross circulation less leftover, unsold, returned, file, sample, exchange, advertisers', and special edition copies.)

Average page exposure—The average number of times a reader is exposed to a page of advertising copy. Abbreviated apx.

B

B & W—Abbreviation for "black and white," as differentiated from two- or four-color advertisements.

Barter plan—A plan whereby the cost of a medium's space or time is paid for in merchandise or services rather than in money. Also known as a due bill.

Blanket contract—The contract with a publisher which covers advertising placed for all products or services of an advertiser whether handled by one or several agencies. Also called master contract.

Bleed—An advertisement or page of a publication with illustration area that is printed to the very edges of the page, or is trimmed so that the illustration runs to the very edges.

Body copy—The main copy section of the reading matter in an advertisement, as distinguished from the headline and name plate.

Bonus circulation—The number of copies of a publication which are delivered in excess of the circulation guaranteed by the publisher.

Buried advertisement—A printed advertisement surrounded by others on the page, or one in the bottom corner of the page with advertisements above and next to it. The advertisement tends to be lost on the page or overlooked by readers in such an undesirable position.

C

Checkerboard—A type of layout in magazines in which advertisements are placed in diagonal half or

quarter pages, alternating with editorial matter, thus allowing the advertisement to dominate without buying a whole page or spread unit.

Checking copy—The copy of a publication or periodical supplied to an advertiser to verify the appearance of his advertisement.

Circulation—The average number of copies of a single edition or issue of a newspaper, magazine, trade journal, or periodical sold or distributed free over a period of time.

Circulation per $—The amount of circulation obtained or obtainable for each dollar expended for advertising in one or more given media.

Class magazine—A periodical of fine-quality materials and copy with a high-income and highly sophisticated audience.

Closing date—The day when material for publication—advertising reproduction material or editorial—must be in the hands of the publisher in order to be included in a particular edition or issue.

Coated paper—A type of paper with a smooth or slick surface.

Combination buy—A special, combination, rate, purchase of advertising space or time offered or required ("forced") by two or more publications, usually under the same ownership.

Combination rate—A special rate for advertising space or time offered or required ("forced") by two or more publications usually under the same ownership.

Consumer advertising—Advertising directed to the general public or one or more segments thereof, as differentiated from trade, business, or industrial advertising.

Consumer magazine—A magazine which appeals to an audience with a specific interest—but not as specific as that in a trade paper.

Continuity—1. The maintenance of a single theme or selling offer in the advertising of a product over a period of time. 2. The principle of advertising without interruptions which could reduce effectiveness.

Continuity discount—A discount given for advertisements that are run for a long period of time or have a heavy schedule during a limited time period.

Cooperative advertising—Local or regional advertising, the cost of which is shared by a national advertiser (manufacturer) and, typically, a wholesaler or distributor and a retailer, commonly on a 2-1-1 basis. Copy and media selections are influenced by the manufacturer's co-op advertising or merchandising policy. Funds are generated in relation to the trade's product dollar or unit purchases.

Coordinated advertising—The technique of using one central theme or selling idea for all advertising and promotional material in a campaign.

Copy testing—Preliminary trials of different copy appeals or selling ideas to determine which are most effective for the purpose intended.

Cost efficiency trends—The trends in "cost per thousand" over a period of years.

Cost forecasts—The future projections or estimates of advertising costs after taking into consideration such factors as rate increases, population growth, etc.

Cost per thousand—The cost of advertising for each 1,000 circulation of publications. Abbreviated CPM.

Coverage—The ratio of circulation to families in the U.S. or specific states, counties, or metropolitan areas, or, for trade publications, the ratio of circulation to the number of businesses or persons (by title and position).

CPM—See **Cost per thousand.**

Cume—See **Cumulative audience.**

Cumulative audience—The total number of different persons reached by a given publication over a specified period of time. Also known as the accumulated audience or cume. Sometimes called net unduplicated audience, reach, or unduplicated audience.

D

Demographic characteristics—See **Audience characteristics, Audience composition, Demographics.**

Demographics—Short for "demographic characteristics," the "people" identifying characteristics—frequently expressed statistically—of an advertising medium's readers or audience, or those of a market segment: age, sex, education, income, occupation, marital and family status; also may include home and furnishings ownership, habits, life-style, etc. Sometimes called audience characteristics, audience composition, audience profile, and profile.

Designated Market Area—See **DMA.**

DMA (Designated Market Area)—A Nielsen area concept similar to Arbitron's Area of Dominant Influence, embracing the counties in which the TV station obtains the highest proportion of the viewing audience. (Originally, a TV-area concept but now being used by other media.)

Double-page spread—See **Double-spread.**

Double-spread—One advertisement occupying two facing pages. Double-spread and double-page spread usually refer to a magazine advertisement while double truck usually refers to a newspaper advertisement. However, double-page spread, double-spread, and double truck are sometimes used interchangeably.

Due bill—See **Barter plan.**

Duplicated audience—See **Duplication.**

Duplication—The number of homes, viewers, listeners, or readers that are exposed to the same message, through various media or in the same medium, two or more times. Less commonly called duplicated audience.

Dutchdoor—A special magazine advertising space involving half-page gatefolds.

E

Editorial—Descriptive of those areas of a publication that deal with the news, feature stories, or the opinions of the editors or publishers, as dintinguished from the areas devoted to advertising.

Editorial content—That portion of a publication's content which is devoted to editorial messages—as distinguished from advertising—expressed in terms of pages, linage, or percent of total content.

Exposure—A person's visual and/or audio contact with an advertising medium or message.

F

Fixed location or position—See **Guaranteed position.**

Flighting—An advertising campaign which alternates periods of advertising activity with periods of no advertising. Blinking and pulsing are two forms of flighting.

Four-color process—The method of printing color illustrations through the use of four separate plates: black, blue, red, and yellow.

Frequency—1. The average number of times an accumulated audience

has been exposed to or has the opportunity for exposure to the same advertising message within a measured period. 2. More generally, the number of advertisements in an advertising campaign or series.
Fringe publication—A publication which is considered of secondary importance in an advertising campaign.

G

Gatefold—A magazine unit of advertising space comprising at least one full page with a second full or partial page folding out from the outside margin.
General magazine—A consumer magazine with a broad audience appeal, such as *Reader's Digest*.
Gross Audience—In print media, an estimate of the number of persons who read or look into an issue of a publication, regardless of how it is obtained or where it is read. Also known as the total audience or TA.
Guaranteed circulation—The number of copies of a publication which the publisher guarantees to deliver to readers. It is usually the major portion of a publication's total circulation.
Guaranteed position—The position guaranteed to the advertiser in each issue of publication. Less commonly known as a fixed location or fixed position.
Gutter—The space down the center between two facing pages of a bound publication.
Gutter bleed—An illustration that bleeds or prints to the binding of a publication.

H

Horizontal publications—Business or trade publications that cover the activities or interests of a number of different trades or industries, as opposed to vertical publications where each has an editorial focus on the activities or interests of a particular trade or industry.
Household—The person or group of people living in one dwelling, constituting a social unit.
Household characteristics—An expression or statement of the habits, economic and educational status, and composition of a household of which some member has read a particular publication.
Household combinations of magazines—The number of households receiving a current issue of two or more magazines at the same time.
House organ—A newspaper or magazine published by a business organization in the interest of employee relations and usually circulated internally only.
House rough—A preliminary layout of an advertisement to be used only for discussions within internal departments of the agency.

I

In-ad coupon—A manufacturer's coupon which appears as part of a retailer's advertisement.
Insert—A separate, specially printed sheet or folder inserted into a publication.
Insertion order—A written or typed authorization from an advertising agency to a publisher to carry advertising as specified on a given date at a published or agreed-upon rate.
Island position—The preferred location of a print advertisement on a page of a magazine, newspaper, or periodical where it is entirely surrounded by editorial matter.
Issue life—The length of time during which a publication reaches a maximum measurable audience. It is usually five weeks for a weekly and ten to 12 weeks for a monthly.

L

Layout—1. The diagrammatic design of an advertisement still to be finished. 2. The drawing or sketch of a proposed piece to be printed. 3. The visual plan for any project.
Layout order—An order requesting the preparation of an advertising layout or storyboard.
Linage—The total number of lines of space in a publication occupied by advertising or editorial matter.
Local advertising—Advertising appearing only in one or more specific localities, as distinguished from advertising appearing regionally or nationally.
Local rate—An advertising rate charged to a local advertiser, usually a retailer, by newspapers, broadcasting stations, or local publications, as distinguished from a national rate that is charged to a national advertiser, typically a manufacturer.

M

Magazine—A periodical publication, usually on coated paper, typically with editorial focus on one or a limited number of categories of interest.
Magazine supplement—A section of a newspaper in magazine format. Historically it was published by an organization which distributed copies of it to subscribing newspapers, but increasingly it is being published by the individual newspaper for use by that newspaper alone.
Makegood—An advertisement run by a publication for scheduled advertising that was either omitted (as a result of human or mechanical error, or act of God) or run incorrectly.
Market—1. A geographical area in which products or services are sold or to which advertising or publicity is directed. 2. A social, economic, cultural, or demographically defined group of people who are actual or potential purchasers of a product or service.
Marketing—All activities leading to the exchange of goods or services for, usually, monetary consideration, including: market research, product conceptualization, product positioning, packaging, pricing and trade discounts, selling, distribution, advertising, sales promotion, and publicity.
Master contact—See **Blanket contract.**
Mechanical—1. A finished layout that is photographed for offset printing. (Also known as a paste-up.) 2. An arrangement of type proofs and prints of art, used for guidance by the engraver in assembling all elements of an advertisement. Also called a keyline.

N

Net paid circulation—The number of copies of a publication sold per issue through subscription, newsstand sales, etc. Also called total net paid.
Newsstand circulation—The total number of those copies of a publication that are single copy sales at newsstands, as distinguished from mailed subscription copies.
Next-to-reading matter—The positioning of an advertisement adjacent to editorial or reading matter on a page within a publication.

Non-bleed—An area of illustration of printed matter that does not bleed off (extend flush with) the edges of the page, but rather has white space margins.
Noted—Descriptive of a reader of a publication who recognizes a particular page or advertisement, when interviewed, irrespective of any further association or involvement with the contents.

O

One-shot—Descriptive of an activity, program, event, or happening that needs to be, can be, or is performed only once.
Opaque—To paint or block out areas on a photographic negative or transparency not wanted on the plate.

P

Pass along—Descriptive in media research of circulation and/or readership of a publication "passed along" to a neighbor, friend, or relative.
Position request—A request by the agency or the advertiser for particular placement of an advertisement within the pages of a publication, which may be granted at the publisher's option and discretion.
Potential audience—In print media, the number of households receiving an issue of a publication.
Preemptible rate—An advertiser's rate which may be cancelled if another advertiser will pay a higher rate.
Preferred position—A special position or space in a publication, for which the advertiser is charged a premium rate.
Preprint—An exact reproduction of an advertisement as it will appear in a publication, made available in advance of the issue date.
Preprint insert—An insert, loose or bound, in a publication, specially printed in advance and usually on a different press.
Primary audience—All readers in a household to which a publication is originally circulated.
Primary readers—Those persons who read an issue of a publication originally circulated to them.
Profile—See **Audience characteristics, Audience composition** and **Demographics.**
Progressive proofs—**See Progressives.**
Progressives—Proofs of each individual plate in a series of color process plates, pulled in the proper colored inks, showing the effect of the succession of two or more (usually four) color plates. Also called progressive proofs.
Psychographic characteristics—**See Psychographics.**
Psychographics—A categorization of consumers on the basis of psychological, as distinguished from demographic, dimensions. It may include activities, interests, opinions, values, attitudes, life-styles, personality traits, etc. Also known as psychographic characteristics.
Pulsing—A form of flighting with regular and equal alternating periods of advertising and hiatuses, likened to the regular beating of the pulse.

R

Rate base—Guaranteed annual average issue circulation upon which a publication's advertising rates are based.
Rate card—A card or folder issued by a publication listing its advertising rates and mechanical and related requirements.
Rate holder—An advertisement scheduled for the specific purpose of achieving a better discount.
Rate protection—The length of time that a certain rate is guaranteed to the advertiser.
Reach—See **Cumulative audience.**
Reader—Any person who looks into or is exposed to any part of a publication.
Reader characteristics—Any expressions, frequently statistical, of the demographic characteristics (age, sex, education, income, occupation, marital and family status, etc.), home and furnishings ownership, habits, and lifestyles of the readers of a publication. Such information usually emphasizes comparisons with readers of competitive or other publications.
Reader response—The inquiries or comments from readers of an advertisement or editorial matter in a publication.
Readership—The actual number of readers of a publication, usually greater than its circulation.
Readers per copy—The average number of readers of each copy of a publication that is circulated.
Reading days—1. The number of different days an issue of a publication is looked into by each of its readers. 2. The total number of days on which a publication is read by its audience.
Reading notice—An all-type advertisement set up to imitate the reading matter in a publication.
Read most—The percentage of readers of a publication who, when interviewed, remember having seen a particular page or advertisement, associate it with the subject or advertiser, and have read 50% or more of the reading matter. Such an evaluation is used in advertising copy research.
Recall—A person's ability to remember certain facts about his exposure to specific advertising, while being interviewed for research purposes.
Reminder advertising—The brief advertisements which repetitively emphasize a product or brand name to keep the public familiar with the item or name, as distinguished from advertising which gives more information about product features and benefits.
ROP—See **Run-of-paper position.**
ROS—See **Run of schedule.**
Run—The total number of copies printed at one time.
Run-of-paper position—An advertising placement in which the advertiser has no control over the placement or positioning of his advertisement within a publication, as distinguished from a preferred position. Abbreviated ROP position.
Run of schedule—The maintaining of the same conditions throughout a schedule. Abbreviated ROS.

S

Sample—A representative segment of a market or audience, selected or designed so that its demographic characteristics correspond to those of the entire market or audience within acceptable limits of statistical error.
Sampling unit—A geographic area consisting of a single county, a group of counties or a part of a county.
Scotch spread—An advertisement across two facing pages of a publication with some fraction of a page of editorial or advertising content on each side.
Secondary audience—The readers of an issue of a publication which has been passed along from the original purchaser or subscriber.
Seen-associated—The percentage

of readers of a publication who, when interviewed, remember having seen a particular page or ad and are able to associate it with the subject, advertiser, or brand name: an advertising copy research term.
Screen velox—A photographic copy of artwork made by an engraver through a halftone screen.
Shelter book—A magazine with editorial focus on the home, covering such topics as home building, remodeling, decoration, and maintenance, and sometimes secondarily, family activities and problems. Also called a shelter publication.
Shopper—A tabloid-size publication printed on newsprint and distributed free of charge, usually listing specially priced goods. Shoppers are used on the local level.
Short rate—The amount of money an advertiser is obliged to pay a publication on a retroactive basis for not having earned an anticipated rate because of a reduction in the advertising schedule.
Show-through—The condition of a sheet of paper where print on one side can be seen through from the other side.
Space charge—The charge made for the placement of advertising in publications.
Space discount—The discount allowed by a magazine when the advertiser contracts for a certain amount of advertising space.
Split run—The use of wholly different advertisements or different versions of the same basic advertisement in different copies of the same issue of a publication, usually to test readership or response to such variables as copy appeals, price, premium offers, ad size, etc.
Spread—An advertisement filling the entire space of two facing pages in a magazine.
Staggered schedule—A schedule for several advertisements in two or more publications with alternating or rotating dates.
Subscription circulation—The aggregate of those copies of a publication that are paid for in advance and mailed or otherwise distributed regularly.

T

TA—See **Gross audience.**
Tear sheet—An entire, actual page from a publication, usually given to an advertiser to prove insertion of his advertisement within the publication on that page.
Tie-in—1. A small local advertisement placed by a dealer or agent near or in juxtaposition to a large advertisement placed by the national advertiser. 2. An advertisement in which two different products, not necessarily of the same advertiser, appear together.
Time spent reading—A research measurement of reader interest or involvement, expressed as the number of minutes spent by the average reader with a single issue of a publication.
Tombstone advertising—A particular class of advertising announcements placed by investment/security bankers, underwriters, and brokers. Observing rigid requirements and limitations imposed by the federal government, the all-copy ads are written in legal terminology. Their gray mass appearance and "lifeless" copy give rise to the name.
Total advertising—The aggregate of space devoted to advertising in a publication usually expressed in number of lines for newspapers and number of pages for magazines.
Total audience—See **Gross audience.**
Total circulation—The aggregate circulation of a publication, including subscription, newsstand sales, and free distribution.
Total net paid—See **Net paid.**

U

Unduplicated audience—See **Cumulative audience.**
Universe—The estimated number of persons in the sex/age group and geographic area being reported.

V

Velox—A photographic print. As distinguished from a photostat, it does not shrink and will give better definition.
Vertical publications—Business publications with editorial focus on the needs, interests, and activities of only one particular trade, industry, or profession, as distinguished from horizontal publications which are concerned with common interests of a number of different trades, industries, or professions.

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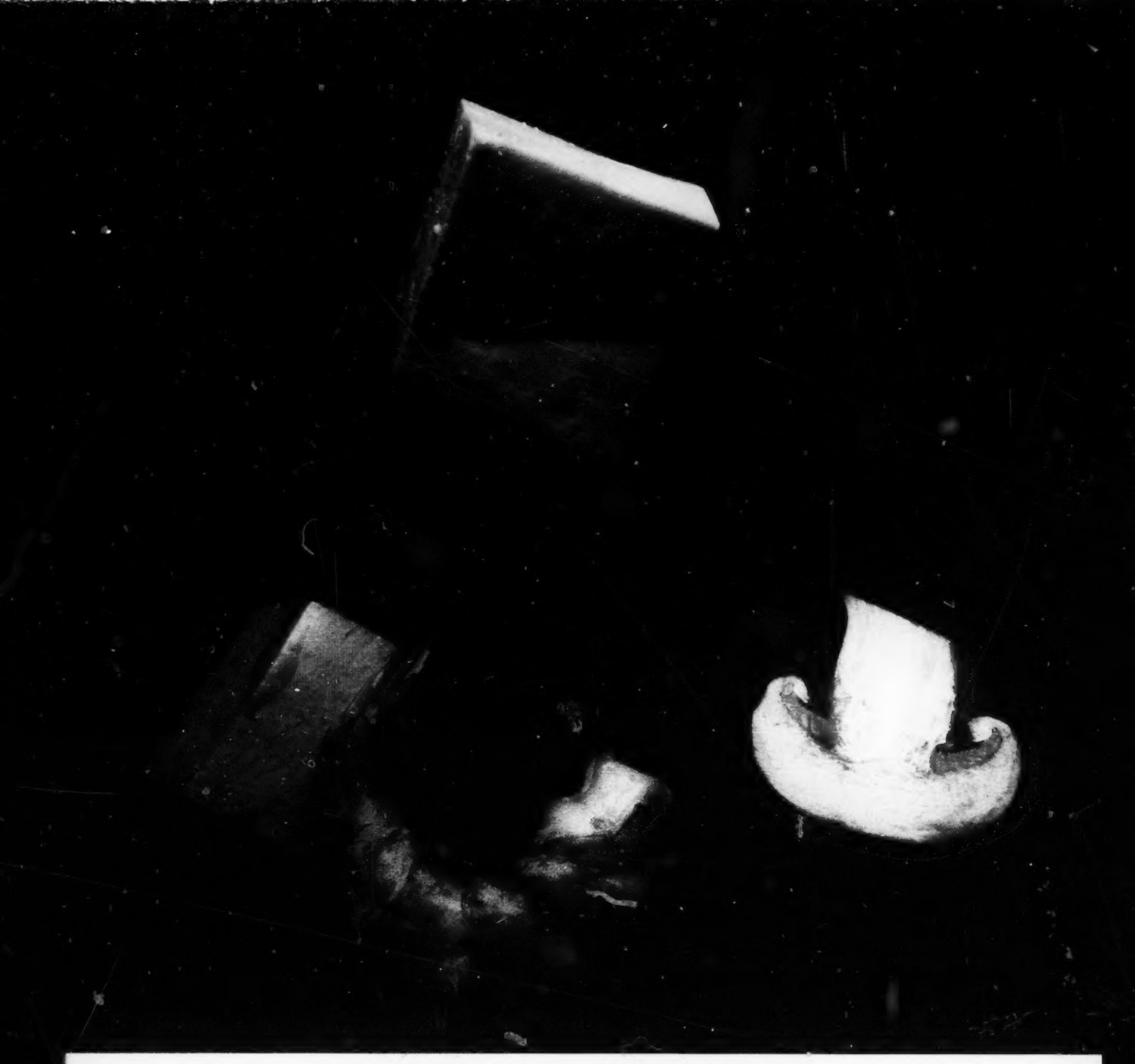


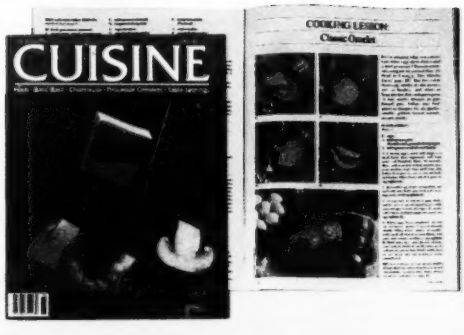
We can explain this.

Dishes in Cuisine sometimes have a foreign flavor. But the recipes are always in plain English. And tested to ensure success.

So you're more likely to find Cuisine on the kitchen table than on the coffee table. Open.

Our readers work with Cuisine because our sophisticated editorial complements their own zest for new and different things. But they don't need exotic skills to use Cuisine—just interest and involvement.

These readers of ours are very bright, innovative men and women with money who are already shaping the '80s. They're the reason why Cuisine should head your list of alternative lifestyle magazines. Let Chuck Colletti startle you with facts and figures about them. (212) 661-2700.



If you're not in CUISINE, you're not in the kitchen.

The Wizard of Frogs

"And you, Scarecrow: by jingo, you've already got your brains. More than the rest of that plans board put together.

"You alone saw that your client's coverage, strong enough in metropolitan markets, was just a straw man when it came to rural small towns.

"You alone knew that GRIT, the big frog in small towns, brings needed balance to a national media plan.

"And you alone insisted that the client reach four million loyal adult readers — in GRIT — with force, frequency, and economy.

"For giving your client the Emerald City and the Ruby Slippers all wrapped up in one — at rates a Munchkin would find minuscule — I hereby proclaim you what you've been right along: a really wonderful human being."

Big frog in small towns

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